

## UW HEALTH JOB DESCRIPTION

### Program Manager Transplant Marketing and Communications

<b>Job Code:</b> 852001	<b>FLSA Status:</b> Exempt	<b>Mgt. Approval:</b> M. Roberts	<b>Date:</b> June 2022
<b>Department:</b> Transplant Administration 3036001		<b>HR Approval:</b> J. Theisen	<b>Date:</b> June 2022

### JOB SUMMARY

Under the general supervision of the Senior Director, Transplant Center, the Program Manager is responsible for the direction and leadership of the UW Health Transplant Center's (UWHTC) marketing and communications. These responsibilities include the development, execution and implementation of the UW Health Transplant Center's strategic marketing plans to grow referrals, increase donors and transplants, and expand the transplant center brand in regional and national markets.

The Program Manager works closely with UW Health Marketing and Communications to coordinate and execute marketing and communication initiatives for the UWHTC across the enterprise, with external partners and consumers. The Program Manager works closely with the Transplant Center Program Director of Strategy and Outreach to establish and maintain goals and objectives for the UWHTC's regional and national marketing strategy.

The Program Manager also serves as a consultant and reviewer for UWHTC communication to external audiences including patients and partners. The program manager ensures proper use of the UWHTC brand, voice and quality are represented in all communications to support transplant program growth and service excellence.

The Program Manager maintains current knowledge of the competitive health care external environment and marketing and communication tools to establish and direct transplant center marketing and communications strategies. The Program Manager relies on the UWHTC Strategic Plan for assistance with prioritization and timing of initiatives.

### MAJOR RESPONSIBILITIES

#### I. Marketing

- Serves as a primary contact for internal and external UWHTC marketing and communications issues.
- Leads the development, implementation and evaluation of strategic marketing plans to grow UWHTC volume and brand.
- Designs and conducts quantitative and qualitative analytical research in support of planning and decision-making regarding marketing initiatives, projects and campaigns
- Executes marketing and communications tactics in collaboration with UW Health Marketing and Communications.
- Establishes and oversees marketing budget in alignment with UW Health Marketing and Communications.
- Directs and manages the development of the UW Health Transplant Center Marketing Dashboard.
- Tracks related marketing industry trends and best practices and advises UWHTC on technologies and solutions to support optimal ways to reach and engage external audiences and uses diverse marketing and communications tools to reach all audiences, including print, digital, video, social media, presentations and events.
- Maintains focus and alignment with UWHTC strategic goals and objectives.
- Demonstrates accountability by reporting metrics to UWHTC leaders.
- Consults on and contributes to UW Organ and Tissue Donation marketing and communications efforts.
- Monitors the competitive landscape, referral patterns, trends in transplantation, etc. to capitalize on opportunities in the market.
- Directs the development of collateral marketing materials.
- Maintains inventory of marketing materials.
- In conjunction with MarCom, assesses value of individual marketing campaigns for the UWHTC.
- Actively seeks out opportunities to promote our transplant, organ donation and living donation programs
- Consults on and contributes to the analysis of patient satisfaction in support of marketing UWHTC to patients.

#### II. Communications

- Develops, plans, implements and evaluates efforts to communicate with existing patients and potential living donors as requested by clinical program leaders
- Coordinates external media needs with UW Health Marketing and Communications Media Director.
- Assists Clinical Program Managers in programmatic review of existing programs and develops communications related to new models of care to facilitate effective, efficient patient care at the direction of the Senior Director
- Communicates with physicians and other department leaders to coordinate communications with other UW Health Departments and Programs and collaborates with communications staff from Department of Surgery, Medicine and Pediatrics to extend reach and provide consistent voice for UW Health Transplant Center.
- Consults on and contributes to presentations and/or the development of other educational conferences/events for medical professionals or partners that contribute to the growth of UWHTC, as requested
- Consistently utilizes the Respect for People Commitments in all written and verbal communications to internal and external audiences

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**ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.**

### JOB REQUIREMENTS

Education	Minimum	Bachelor's degree in healthcare administration, finance, business or other relevant field.
	Preferred	Master's degree in healthcare administration, nursing, finance, business or other relevant field.
Work Experience	Minimum	Minimum three (3) years of progressively advanced healthcare marketing and communication experience in transplant or related healthcare experience.
	Preferred	<ul style="list-style-type: none"> <li>• Five (5) years related experience in transplant marketing, communications</li> <li>• Experience in an academic medical center</li> <li>• Prior training in marketing, communications, business, planning</li> <li>• Experience in marketing and communications for a comprehensive care program or center</li> </ul>
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> <li>• Key knowledge of modern health care marketing and communications, and transplantation principles and practices within a managed care environment and/or an academic medical center.</li> <li>• Advanced writing and editing skills.</li> <li>• Advanced and effective verbal, written and group presentation skills.</li> <li>• Proficiency with medical terminology and ability to understand basic and advanced medical principles and communicate them to diverse audiences.</li> <li>• Experience in building and leading teams.</li> <li>• Demonstrated creativity and flexibility.</li> <li>• Ability to operate in high-pressure situations.</li> <li>• Excellent organizational skills.</li> <li>• Ability to solve problems through analysis, collaboration, persuasion and innovation.</li> <li>• Knowledge of the principles and practices of supervision and administration as applied to the management and direction of personnel within areas of accountability.</li> <li>• Effective managerial and administrative abilities as applied to the complex environment of an academic health center.</li> <li>• Thorough knowledge of computer systems and the ability to effectively utilize software applications including spreadsheet development, database development and management, report writers, and presentation software.</li> <li>• Ability to implement change in a positive, sensitive and forward-thinking manner.</li> <li>• Strategic thinking, planning and problem-solving.</li> <li>• Developing goals, objectives, and establishing priorities. Ability to create win/win solutions and relationships.</li> <li>• Results oriented self-starter with a willingness to try new ideas. Flexibility and receptiveness to new and different opinions/ideas.</li> <li>• Good judgment and ability to act decisively at the right time.</li> <li>• Ability to build collaborative alliances and teams.</li> <li>• Effective ability to ensure a high level of customer satisfaction. The Program Manager is privy to information that may be highly confidential and sensitive in nature and is expected to maintain professionalism, integrity, and honesty to ensure confidentiality.</li> <li>• Ability to effectively deal with conflict management and the skills to anticipate and bring issues to resolution.</li> <li>• Ability to develop and analyze options, recommend solutions to solve complex problems and issues.</li> <li>• Design and implementation of communication program to management team.</li> <li>• Ability to function openly and collaboratively in a matrixed organization.</li> <li>• Creates an environment that encourages diverse opinions, recognizes differences and incorporates them into process and services.</li> </ul>

### PHYSICAL REQUIREMENTS

**Indicate the appropriate physical requirements of this job in the course of a shift.** *Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.*

Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
<b>x</b>	<b>Sedentary:</b> Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as docketts,	<b>Up to 10#</b>	<b>Negligible</b>	<b>Negligible</b>

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	ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally, and other sedentary criteria are met.			
	<b>Light:</b> Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	<b>Up to 20#</b>	<b>Up to 10#</b> or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	<b>Negligible</b> or constant push/pull of items of negligible weight
	<b>Medium:</b> Ability to lift up to 50 pounds maximum with frequent lifting/and or carrying objects weighing up to 25 pounds.	<b>20-50#</b>	<b>10-25#</b>	<b>Negligible-10#</b>
	<b>Heavy:</b> Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	<b>50-100#</b>	<b>25-50#</b>	<b>10-20#</b>
	<b>Very Heavy:</b> Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	<b>Over 100#</b>	<b>Over 50#</b>	<b>Over 20#</b>
List any other physical requirements or bona fide occupational qualifications:				

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.