

UW HEALTH POSITION DESCRIPTION

POSITION SPECIFICS	
Title: Director, Strategic Communication	Department/Number: Marketing & Communications
Reports to: VP, Marketing and Communications	
Job Code: 113204	FLSA Status: Exempt
Manager Approval: B.Zaher	Date: 5-16
	HR Approval: MJG 5-16
POSITION SUMMARY	
<p>The Director of Strategic Communication is responsible for the direction and leadership of strategic communication planning and implementation within the department of marketing and communications. This includes establishing, meeting and continuously monitoring team goals and objectives while maintaining alignment with the strategic goals and objectives for the marketing and communications department and UW Health. While the range of duties and responsibilities is broad and varied, the position's major responsibility is directing overall internal strategic and corporate communication for UW Health. The Director works closely with senior administrative and physician leaders, to determine message strategy and reach audiences at all levels of the enterprise.</p> <p>The Director of Strategic Communication serves as the programmatic and operational leader for the corporate communication team, is responsible to the Vice President, Marketing and Communications, and works closely with UW Health leaders and staff.</p>	
MAJOR RESPONSIBILITIES	
<p>Communication Leadership</p> <ul style="list-style-type: none"> • Develops and implements annual global strategic communication plan to reach all audiences within UW Health. • Incorporates UWHC's mission, vision, values and strategic goals in all internal communication plans devised by the corporate communication team. • Ensures, develops and implements project- and initiative-based communications plans that align with overall UW Health communication plan. • Provides communication tools and resources for UW Health senior leaders, directors and managers to help align with the UW Health strategic plan. • Ensures that UW Health corporate and strategic communications align with organizational priorities and are implemented so as to build awareness and promote engagement among faculty and staff • Formulates objectives, goals and strategies collaboratively with other stakeholders. • Through corporate and strategic communications, interprets impact of organizational change for staff and supports change strategies for successful implementation. • Uses multiple vehicles and venues to reach all UW Health audiences, including print, web-based communications, video, social media and live presentations and events. • Effectively implements communication plans and manages through measurable outcomes. • Demonstrates accountability by reporting regularly to departmental and organizational leaders, re: progress toward communication goals and objectives. <p>Financial Leadership</p> <ul style="list-style-type: none"> • Develops and implements communication strategies related to organizational financial performance and internal and external factors that contribute to organizational financial health. • Establishes and monitors annual corporate budget for printing, professional services and other communication-related expenses. • Actively seeks opportunities to maintain or improve quality while lowering cost, engaging staff in the process. • Directs and provides guidance to corporate team members and clients to effectively allocate resources based on communication priorities and anticipated deliverables. • Articulates to team the budget and the context within the organizational financials. <p>Administrative Leadership</p> <ul style="list-style-type: none"> • Contribute to the success of the UW Hospitals and Clinics by providing leadership, direction and coordination of operations, finances and human resources for corporate and strategic communication. • Directs and manages all activities within area of responsibility. • Continually assesses all services, identifies problems, utilizes data to analyze and propose innovative approaches for solutions. • Ensures that all activities are carried out in compliance with all legal, regulatory, and policy requirements. • Engages staff and other stakeholders in continuous improvement of systems and processes; to the greatest extent possible measures impact and reach of communications and continually retools (stops/starts/continues) communication practices to achieve desired outcomes. • Organizes and prioritizes time and resources to manage efficiently. Delegates and monitors appropriately. 	

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- Remains current of new trends and best practices in corporate strategic communication and incorporates into UW Health corporate and strategic communication practices and programs.
- Articulates and enforces standards for quality and timeliness of communications.
- Works with regulatory team to ensure effective communications related to Joint Commission and other regulatory requirements
- Holds self and others accountable to policy, standards and commitments and provides timely follow through on questions and concerns.
- Ensures development and implementation of strategic corporate communication initiatives to support patient- and family-centered care and an unsurpassed patient and family experience.
- Ensures development and implementation of strategic corporate communication initiatives to support quality, safety and innovation across UW Health.
- Actively listens to staff ideas and concerns, assesses others communication styles and adapts to them.
- Effectively facilitates meetings.
- In oral, written and multimedia forms, presents data, information and ideas in a clear, concise and engaging manner.
- Communicates opinions and ideas in a nonthreatening and nonjudgmental manner to staff, peers and others.
- Communicates with physicians, academic department leaders, and senior administrators to maintain coordination with other UWHC programs.
- Manages the complex interdepartmental and interdisciplinary relationships to assure collaboration and effective/efficient implementation of strategic communication plans.
- Creates an environment that encourages diverse opinion, embraces differences and facilitates the value of all contributions.
- Exhibits emotional intelligence, including awareness of self and others' personal attitudes and beliefs and their impact in the work environment.
- Creates a culture and systems for recognizing and rewarding staff.
- Creates and maintains a satisfying workplace that fosters professional growth and job satisfaction for all members of the corporate communication team.
- Interviews to select top talent, matching team needs with appropriate skill sets.
- Identifies and addresses own professional growth needs.
- Assesses manager and staff development needs, and identifies goals and resources.
- Identifies lack of competency in performance and establishes a plan which includes goals, interventions and measures.
- Maintains membership in professional organization(s) to develop knowledge and resources through networking, continuing education, and participation in national, regional, and/or local activities.
- Ensures integration of ethical standards and core values into everyday work activities.
- Leads and/or serves on a variety of appropriate internal and external committees to represent the corporate communication team or marketing and communications department.

Performs all duties and requirements consistent with UW Health Performance Standards and with organizational and departmental policies and procedures.

POSITION REQUIREMENTS

Education	Minimum	Bachelor's degree from an accredited institution in a relevant subject area such as Business Administration, Health Care Management, Nursing or related field
	Preferred	Master's degree or progress towards a master's degree in Business Administration, Healthcare Administration, Nursing or related field
Work Experience	Minimum	Five (5) years relevant experience in the management of marketing communications staff and programs.
	Preferred	Administrative position in a large academic or complex health care organization that included strategic communication programs and services.
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> • Excellent interpersonal and oral/written communication skills • Ability to build and lead teams. • Demonstrated creativity and flexibility. • Ability to operate in high-pressure situations. • Excellent organizational skills. • Ability to solve problems through analysis, collaboration, persuasion and innovation. • Ability to work collaboratively across UW Health entities and disciplines. • Demonstrated commitment to patient- and family centered care.

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	<ul style="list-style-type: none"> • Broad knowledge of strategic communication principles and practices and ability to execute within an academic medical center environment. • Effective organizational, planning and project management abilities. • Ability to function independently and deal with multiple, simultaneous projects. • Ability to recognize personal strengths and weaknesses and develop goals for professional growth and achievement. • Demonstrated commitment to quality and excellence. • Effective leadership abilities: <ol style="list-style-type: none"> 1. Ability to implement change in a positive, sensitive and forward- thinking manner 2. Planning and problem solving 3. Developing goals and objectives, and establishing priorities 4. Inspiring confidence, appropriate risk taking and achievement of high standards 5. Willingness and initiative to try new ideas 6. Positive attitude coupled with a sense of urgency 7. Good judgment and willingness to act decisively when needed 8. Ability to persuade others and develop consensus 9. Open communication style that fosters trust, credibility and understanding. 10. Focus on client and stakeholder satisfaction including senior leaders, directors/managers, employees, patients, visitors, faculty and referring physicians
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AGE – SPECIFIC COMPETENCY

Identify age-specific competencies for direct and indirect patient care providers who regularly assess, manage and treat patients.

Instructions: Indicate the age groups of patients served either by direct or indirect patient care by checking the appropriate boxes below. Next,

	Infants (Birth – 11 months)		Adolescent (13 – 19 years)
	Toddlers (1 – 3 years)		Young Adult (20 – 40 years)
	Preschool (4 – 5 years)		Middle Adult (41 – 65 years)
	School Age (6 – 12 years)		Older Adult (Over 65 years)

Job Function

Review the employee’s job description, and identify each essential function that is performed differently based on the age group of the patient.

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
X Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as docket, 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.	Up to 10#	Negligible	Negligible

List any other physical requirements or bona fide occupational qualifications: