

UW HEALTH JOB DESCRIPTION

Director, Strategic Marketing Operations

Job Code: 113202	FLSA Status: Exempt	Mgt. Approval: C. Roth	Date: June 2021
Department: Marketing & Communications		HR Approval: J. Theisen	Date: June 2021

JOB SUMMARY

The Director of Strategic Marketing Operations is responsible for the direction and leadership of strategic marketing 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 individual clinical departments, the marketing and communications department, UW Health, clinical partners and the UW School of Medicine and Public Health. This position is responsible for developing and implementing an annual global strategic marketing plan to reach targeted audiences in support of growth efforts. This position is also responsible for the development and implementation of the Marketing and Communications budget.

While the range of duties and responsibilities is broad and varied, the position's major responsibility is leading marketing efforts to support clinical growth within key clinical areas and in targeted partnerships as well as driving key organization-wide initiatives for the department. The Director works closely with the Manager of Strategic Marketing, senior administrative and physician leaders, to develop marketing campaigns which reach target audiences and drive measurable impact.

The Director ensures that UW Health marketing initiatives align with organizational priorities and are implemented so as to build awareness and promote engagement among target audiences. This position serves as a key voice of the market to help drive marketing and communications planning efforts.

The Director of Strategic Marketing Operations serves as the programmatic and operational leader for the corporate communication team, is responsible to the Vice President, Chief Marketing Officer and Communications, and works closely with UW Health leaders.

MAJOR RESPONSIBILITIES

Departmental Leader

- Provides an experience and environment of patient- and family-centered care.
- Interprets impact of broad scope organizational change for staff and develops change strategies for successful implementation.
- Incorporates UW Health's vision, missions and values in goals and programs within Marketing and Communications.
- Develops and manages operational initiatives with measurable outcomes.
- Formulates objectives, goals and strategies collaboratively with other stakeholders.
- Prepares and delivers reports to operational leadership outlining progress toward meeting annual goals and objectives, to include performance related to finance, clinical activity, quality, safety, marketing, and human

Financial Manager

- Actively seeks opportunities to improve financial outcomes, engaging staff in the process.
- Establishes annual financial goals and actively uses benchmarking to high performing systems in similar area of expertise to set annual targets.
- Monitors and analyzes financial data and utilizes for decisions regarding FTE's, staffing and operational budget.
- Establishes an annual operating and capital budget, demonstrating fiscal responsibility through meeting budget targets.
- Creates business plan(s), justifying variances and analyzing cost benefit of programs.
- Directs and provides guidance to managers to effectively allocate resources based on patient volume, space availability, budget constraints, and program priorities, goals and objectives.
- Articulates to staff the budget and the context within the organizational financials.

Administrative Leader

- Contribute to the success of the UW Health by providing leadership, direction and coordination of operations, finances and human resources for area of responsibility.

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- Manage and direct all activities within area of responsibility.
- Continually assesses all services, identifies problems, utilizes data to analyze and propose innovative approaches for solutions.
- Maintain records related to operations and services that are complete, accurate, available, and in compliance with all legal, regulatory, and policy requirements.
- Engages staff and other stakeholders in continuous improvement of systems and processes; manages resources for staff participation in improvement work activities.
- Ensures effective facilitation of improvement teams and development of leadership skills to ensure overall effectiveness of the meetings.
- Organizes and prioritizes time and resources to manage efficiency. Appropriately delegates.
- Remains current of new trends and best practices and incorporates into Marketing and Communications practices and programs.
- Articulates and enforces standards for quality/safe patient care
- Develops and implements innovative systems and processes that improve staff and patient quality and safety
- Demonstrates achievable and measurable results and develop action plans for improvement
- Initiates, monitors and enforces regulatory requirements
- Holds self and others accountable to policy, standards and commitments and provides timely follow through on questions and concerns.
- Ensures development of Marketing and Communications initiatives to improve patient satisfaction and family centered care.
- Develops and implements clinical outcome measures for quality improvement, cost and complication reduction, and the implementation of evidence-based medicine.
- Incorporates the use of evidence-based practice and appreciative enquiry into program development and improvement activities
- Actively listens to staff ideas and concerns, assesses others communication styles and adapts to them.
- Effectively facilitates meetings at Marketing and Communications and organizational level.
- Creates bi-directional systems that effectively communicate information and data, utilizing multiple methods.
- Articulates and presents data, information and ideas in a clear and concise 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 UW Health programs.
- Demonstrates empathy and concern while ensuring Marketing and Communications goals are met.
- Manages the complex interdepartmental and interdisciplinary relationships to assure collaboration and effective/efficient operations within Marketing and Communications.
- Creates an environment that encourages diverse opinion, recognizes differences and incorporates into process and services.
- Exhibits awareness of personal attitudes and beliefs, recognizing its effect on response to others.
- Creates a culture and systems for recognizing and rewarding staff.

Resource Manager

- Creates and maintains a satisfying workplace that fosters professional growth and job satisfaction for all members of the healthcare team.
- Interviews to select top talent, matching Marketing and Communications needs with appropriate skill sets.
- Develops and implements recruitment and retention strategies that support a culture of leadership.
- Identifies and addresses own professional growth needs.
- Assesses manager and staff development needs, identifies goals and provides 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.

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- Ensures integration of ethical standards and core values into everyday work activities.

Educator/Research Facilitator

- Provides opportunities to aspiring clinicians and leaders to develop skills to meet career goals.
- Contributes to a learning environment by providing educational and research experiences to students, residents, fellows, and faculty.

Critical Interfaces

- Leads and/or serves on a variety of appropriate internal and external committees to represent the Marketing and Communications
- Serves as a representative of Marketing and Communications to UW Health in order to facilitate the shared interests and relationship between the parties.

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

JOB REQUIREMENTS

Education	Minimum	Bachelor's degree in a relevant subject area such as Marketing, Communications, Market Research, or a related field
	Preferred	Master's degree in a relevant subject area such as Marketing, Communications, Market Research, or a related field
Work Experience	Minimum	Seven (7) years relevant experience in developing and implementing strategic marketing efforts in a highly matrixed organization.
	Preferred	<ul style="list-style-type: none"> • Experienced at distilling information from primary and secondary sources and quickly shaping into strategic marketing planning efforts • Prior success in using multi-channel marketing efforts to support program and organizational growth goals. • Experience in developing and coaching staff on advisory skills • Experience in a large academic or complex health program that included Marketing/Communications services. • Prior management experience.
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<p>Excellent communication and interpersonal skills to include the ability to negotiate and resolve conflicts and build teams. Demonstrated creativity and flexibility. Ability to operate in high-pressure situations. Excellent organizational skills. Demonstrated innovative approach to problem resolution. Ability to work collaboratively across UW Health entities and disciplines. Demonstrated commitment to patient- and family centered care. Broad knowledge of modern health care administration practices and principles within a managed care environment and/or an academic medical center. Effective analytical ability in order to develop and analyze options, recommend solutions to and solve complex problems and issues. Demonstrated effective managerial and administrative leadership of clinical operations Knowledge of principles and techniques used in negotiation as applied to service contracts and equipment purchasing. Effective organizational, planning and project management abilities. Experience in financial and programmatic presentations. 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. Ability to demonstrate a commitment to quality and excellence. Effective leadership abilities:</p> <ul style="list-style-type: none"> • Ability to implement change in a positive, sensitive and forward- thinking manner • Planning and problem solving • Developing goals and objectives, and establishing priorities • Inspires confidence, appropriate risk taking and achievement of high standards • Self-starter with a willingness to try new ideas

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	<ul style="list-style-type: none"> • Positive, can-do attitude coupled with a sense of urgency • Good judgment and ability to act decisively at the right time • Ability to persuade others and develop consensus • Effective communication skills both in written and verbal presentation with a communication style that is open and foster trust, credibility and understanding. • Ability to effect collaborative and promote teamwork • Ability to ensure a high level of customer satisfaction including employees, patients, visitors, faculty, referring physicians and external stakeholders • Ability to create win/win solutions and relationships
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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
	Light: 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.	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	Negligible or constant push/pull of items of negligible weight
	Medium: Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	20-50#	10-25#	Negligible-10#
	Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#	10-20#
	Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#	Over 20#
List any other physical requirements or bona fide occupational qualifications:		•		

Work/Environmental: Moderate noise level consistent with an office environment

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.