

UW HEALTH POSITION DESCRIPTION

Manager, Internal Communication

Job Code: 321007	FLSA Status: Exempt	Mgt. Approval: C. Roth	Date: May 2022
Department/Number: Marketing & Communications	HR Approval: B. Haak	Date: May 2022	

POSITION SUMMARY

The Manager of Internal Communication is responsible for developing and implementing internal communication efforts across all audiences for UW Health. This role will lead a team of communication specialists, working closely with senior administrative and physician leaders, to determine message strategy and reach audiences at all levels of the organization. This role will be tasked with understanding the impact and engagement of communications efforts (i.e. metrics), tracking communications industry trends and best practices, and advising the organization on technologies and solutions to support optimal ways to engage the wide range of internal audiences. Responsibilities include 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. This role is also expected to serve as a departmental champion for collaboration and content sharing, helping build and maintain a content calendar to drive messaging across the organization.

MAJOR RESPONSIBILITIES

Communication Leadership

- Develops and implements annual internal communication plan in collaboration with key stakeholders to effectively reach all audiences within UW Health.
- Ensures that UW Health internal communications align with organizational priorities and are implemented to build awareness and promote engagement among faculty and staff
- Lead a team of internal communications specialists, managing project volume and key deliverables, while also serving as a communications conduit to other healthcare partners
- Evaluates market best practices for internal communications and seeks to incorporate into UW Health internal communications efforts
- Coordinates alignment of content and messaging within Marketing & Communication team to promote messaging consistency across channels and audiences.
- Develops and monitors key communications metrics to evaluate communication efficacy across audiences and communication vehicles.
- 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.
- 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.

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 in a relevant subject area such as Communication, Business Administration, Health Care Management, Nursing or related field
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	Preferred	Master's degree or progress towards a master's degree in Communication, 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. • 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

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,

<input type="checkbox"/>	Infants (Birth – 11 months)	<input type="checkbox"/>	Adolescent (13 – 19 years)
<input type="checkbox"/>	Toddlers (1 – 3 years)	<input type="checkbox"/>	Young Adult (20 – 40 years)
<input type="checkbox"/>	Preschool (4 – 5 years)	<input type="checkbox"/>	Middle Adult (41 – 65 years)
<input type="checkbox"/>	School Age (6 – 12 years)	<input type="checkbox"/>	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
<input checked="" type="checkbox"/> Sedentary: Ability to lift up to 10 pounds	<input type="checkbox"/> Up to 10#	<input type="checkbox"/> Negligible	<input type="checkbox"/> Negligible

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	maximum and occasionally lifting and/or carrying such articles as dockets, 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.			
	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.