

## UW HEALTH JOB DESCRIPTION

### Program Manager Regional Communications

Job Code: 323002

FLSA Status: Exempt

Mgt. Approval: B. Zaher Date:

HR Approval: MJG Date: 5/2016

#### JOB SUMMARY

The Regional Communications Program Manager is responsible for developing and implementing institutional marketing communication strategies and comprehensive supporting plans to realize the organization's regional strategic business goals. As a part of achieving these goals, the incumbent collaborates with University Health Care leadership team and regional health systems in aligning marketing activities and budgets with UW Health business and operational objectives. This includes annually translating concise and quantifiable regional development business goals into marketing and communications strategies, creating and applying data driven protocols for regional marketing communications activities, assessing requests for regional marketing support, setting regular regional communication goals and objectives, ensuring compliance and success in meeting these goals, and managing budget for regional marketing communications. The incumbent also draws upon the expertise of others within the organization to ensure that goals are met in a timely and cost-effective manner and works collaboratively within and outside the institution.

The Regional Communications Program Manager reports to the Vice President for Marketing & Communications but works independently and must be self-motivated in developing, implementing and measuring appropriate regional marketing communications plans. The incumbent works closely with senior leadership in advising and carrying out strategies related to regional marketing communications.

The incumbent provides leadership within the department, regarding the status of regional strategy and communication planning. The incumbent is assigned matrix responsibilities, to provide expert consultation department-wide in this specialty. Using this matrix management model, the Regional Communications Program Manager participates in management teams and has responsibility for both enterprise-wide regional communication strategies and special project communication plans. The incumbent is responsible for developing specific regional communication plans and for measuring results for assigned areas of responsibility.

The incumbent also serves as senior marketing account manager for UW Health Orthopedics and Rehabilitation, Integrative Medicine and other accounts as assigned. The incumbent is responsible for developing and implementing comprehensive communication strategies and supporting plans to achieve orthopedics/rehabilitation and integrative medicine marketing and communication goals. As a part of successfully achieving these goals, the incumbent manages personnel, teams and budgets both within the department and outside the department. This includes annually translating concise and quantifiable business goals into marketing and communications strategies, creating and applying data driven protocols for marketing communications activities, assessing requests for marketing support, setting annual communication goals and objectives, ensuring compliance and success in meeting these goals, and managing budget for orthopedic and rehabilitation service line. The incumbent also serves as a member of the UW Foundation's orthopedic leadership team and is responsible for marketing and communications management.

The incumbent must exercise strategic and sound judgment in performing his/her duties and is expected to meet and exceed goals. The incumbent is expected to understand and use quality principles and tools in managing his/her own work systems and processes and is responsible for ensuring all products /materials produced under his/her leadership are of the highest quality and clearly support the strategies and goals of the enterprise.

#### MAJOR RESPONSIBILITIES

1. Leads initiatives to align regional and orthopedics/rehabilitation marketing and public relations activities and budgets with UW Health business and operational objectives.
  - Possesses understanding of the strategic objectives of UW Health, including UW Hospital and Clinics, the UW School of Medicine and Public Health, UW Medical Foundation, Unity Health Insurance, University Health Care and other component areas of the organization, and is able to link regional and orthopedic/rehabilitation objectives with specific communications plans and strategies.
  - Demonstrates a self-motivated approach in developing appropriate strategies and programs to achieve the four-fold missions of patient care, research, outreach and education as expressed in the overall institutional strategic plan.
  - Using market research, the incumbent develops and translates concise and quantifiable institutional business goals into regional marketing and orthopedic/rehabilitation communications strategies and activities.
  - Creates regional marketing communications plan and budget that address UW Health corporate objectives.
  - Creates marketing communications plan that synthesizes the business goals of orthopedic/rehabilitation service lines.
  - Institutes data-driven marketing and public relations strategies for regional development business strategies and orthopedic/rehabilitation service line.
  - Develops protocol for assessing and implementing marketing proposals for discrete service lines/special

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initiatives/physician requests.

- Helps account managers understand regional goals and to apply marketing communications strategies to realize goals.
- Collaborates with internal teams (i.e. advertising, media relations, web, publications, decision support, development, community relations, legislative relations) to solidify comprehensive, strategic regional and orthopedic/rehabilitation marketing plans.
- Seeks cooperative opportunities to cross market brand/collaborate with affiliates/regional partners; campus, insurance partners. Serves as marketing and communication liaison with Regional Services and regional health systems.
- Works with Regional Services to create and support regionally-specific marketing strategies. Works with Department of Orthopedics and service line leadership to create marketing strategies.
- Manages UW Health brand compliance for regional collaborations.
- Helps define and execute regional marketing and orthopedics/rehabilitation communications for UW Health academic partners; identifies collaborative opportunities.

2. Using a matrix management model, provides expert consultation to multiple teams within the Marketing and Communications, e-Health and Regional Services departments.

- Develops enterprise-wide regional communication plans to support institutional strategic goals and to achieve overall office goals.
- Participates effectively in management and implementation teams.
- Develops effective distribution and measurement systems for regional marketing and orthopedic/rehabilitation communication efforts.
- Regularly evaluates progress and provides reports to Regional Services and orthopedic/rehabilitation leadership.
- Works closely with all areas of the Marketing and Communications department to ensure collaborative approaches to regional communications efforts.

3. Implements regional and orthopedics/rehabilitation marketing communications plans in a concise, effective manner.

- Implements comprehensive regional marketing and orthopedics/rehabilitation communication plans for the enterprise.
- Ensures all products/materials produced under her/his leadership are of the highest quality and are clearly supporting the regional and orthopedics/rehabilitation strategies and goals of the enterprise.
- Demonstrates communications excellence, especially through creative and innovative approaches to marketing communications.

4. Manages and evaluates regional marketing and orthopedic/rehabilitation communications plans and serves as liaison with regional health systems communication and public relations, UW Foundation, orthopedics and rehabilitation team.

- Effectively develops and manages regional and orthopedic/rehabilitation budget for marketing communications.
- Uses excellent knowledge of quality principles to ensure that regional collaborations execute creative and high-quality products within a strong teamwork environment.
- Demonstrates articulate, professional and courteous communication strategies with others in all circumstances.
- Achieves a high level of customer satisfaction, both for his/her own projects and for those handled within his/her area of assigned responsibility.
- Exemplifies "customer first" principles when dealing with patients, regional health systems and others from outside the institution.
- Motivates others and ensures that collaborations with regional health system communication teams and individuals they lead achieve their goals.

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

### JOB REQUIREMENTS

Education	Minimum	Bachelor's degree from an accredited institution in journalism, English, marketing or communications field or the equivalent in course work.
	Preferred	Advanced degree in related field
Work Experience	Minimum	Five (5) years' work experience in a progressively responsible management level marketing communications position.

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		Relevant experience in the management of teams and programs via a complex employer with multiple missions that required integration and collaboration in a matrix environment.
	Preferred	Experience in developing and applying comprehensive marketing communications plans in an academic health setting; Preparing and implementing budgets; Familiarity with survey and ROI tools and their applications. Extensive experience in large academic health center communications department.

Licenses & Certifications	Minimum	
	Preferred	

Required Skills, Knowledge, and Ability	<ul style="list-style-type: none"> <li>• Demonstrated excellence in written and verbal communication skills.</li> <li>• Demonstrated ability to develop and direct communications projects and strategies in sensitive situations.</li> <li>• Demonstrated leadership and team-building skills.</li> <li>• Ability to identify and analyze institutional needs and develop innovative solutions which translate into effective regional marketing communications practices.</li> <li>• Ability to prioritize and organize work.</li> <li>• Knowledge and ability to use various software programs including word processing, database management, presentation programs and spreadsheets.</li> <li>• Strong interpersonal skills with the proven ability to work effectively and cooperatively within a complex enterprise: across departments, organizations; internally and externally.</li> <li>• Demonstrated success in setting marketing communications strategies working with internal and external leadership and communication teams.</li> <li>• Knowledge of principles and practices used in traditional and digital marketing communications.</li> <li>• Self-directed, with demonstrated ability to prioritize and to manage multiple complex activities simultaneously.</li> <li>• Enthusiasm, flexibility, and the demonstrated ability to thrive in a fast-paced environment.</li> <li>• Strong personal work ethic and unquestioned personal integrity.</li> <li>• Negotiating, diplomatic and organizational skills.</li> </ul>
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### AGE SPECIFIC COMPETENCY (Clinical jobs only)

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)	<input checked="" type="checkbox"/>	Adolescent (13 – 19 years)
	Toddlers (1 – 3 years)	<input checked="" type="checkbox"/>	Young Adult (20 – 40 years)
	Preschool (4 – 5 years)	<input checked="" type="checkbox"/>	Middle Adult (41 – 65 years)
	School Age (6 – 12 years)	<input checked="" 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
<b>X</b>	<b>Sedentary:</b> Ability to lift up to 10 pounds 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.	<b>Up to 10#</b>	<b>Negligible</b>	<b>Negligible</b>
	<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	<b>Up to 20#</b>	<b>Up to 10#</b> or requires significant walking or standing, or requires pushing/pulling	<b>Negligible</b> or constant push/pull of items of negligible weight

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	significant degree.		of arm/leg controls	
	<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:				

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