

UW HEALTH JOB DESCRIPTION

Community Outreach Coordinator

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| Job Code: 850013 | FLSA Status: Exempt | Mgt. Approval: M. Anderson | Date: March 2021 |
| Department : 5305/ Organ Procurement Org | | HR Approval: J. Theisen | Date: March 2021 |

JOB SUMMARY

Under the direction of the UW Organ and Tissue Donation (UW OTD) Hospital Development and Community Outreach Manager, the Outreach Coordinator is responsible for community outreach and education. The aim of this position is to increase the number of registered organ and tissue donors by influencing community members to authorize their donation decision prior to their death and promoting the benefit of donation for families and recipients throughout the UW OTD donation service area (DSA). The primary method of achieving this aim is by increasing first person authorization rates via donor registries. Other key responsibilities include the development and implementation of marketing plans, coordination and execution of education and outreach activities, fundraising to support the Donor Education Fund and volunteer program development and management.

The Outreach Coordinator must possess excellent communication and customer service skills, as well as maintain a high level of professionalism. On a daily basis, the incumbent communicates with both internal and external customers, including (but not limited to): community organizations, volunteers, hospital staff, donor families, transplant recipients, State of Wisconsin, agencies, local and national donation partner organizations, recovery agency partners, media, educational institutions, potential funding sources and other UW Health staff.

The incumbent must possess pragmatic independent judgment and decision-making skills. Consultation is available as needed from the UW OTD management team and other UW Health resources. The Outreach Coordinator is privy to information that may be highly confidential and sensitive in nature and is expected to maintain professionalism, integrity and honesty in maintaining confidentiality at all times.

MAJOR RESPONSIBILITIES

- **Community and Media Relations**
 - In collaboration with other UW OTD staff, assist as needed with any or all stages of planning, development, and execution of UW OTD signature events, including the "Douglas T. Miller Symposium on Organ Donation and Transplantation"
 - Seek out, coordinate, and provide a presence and/or presentations related to donation and registering donation decisions
 - Assist hospital development staff with educational development and presentations for referring hospitals and/or community groups.
 - Develop educational content for brochures, web sites and other promotional materials
 - In collaboration with UW Health Public Affairs and others as appropriate, serve as UW OTD spokesperson as requested by UW Health Public Affairs
 - Provide written and verbal follow-up to public inquiries regarding donation and transplantation
 - Provide guidance to programs/agencies throughout the UW OTD donation service area (DSA) related to donor registration campaigns and other donation awareness programs
 - Develop and maintain a robust and engaged network of volunteers (donor families, recipients, medical professionals, etc.) to assist with educational opportunities, awareness campaigns/events, fundraising, and administrative tasks
 - Coordinate volunteer coverage and supplies at events requesting UW OTD's presence and involvement
 - Participate in the development, execution and maintenance of UW OTD web site
 - Represent and vote (as needed) on behalf of UW OTD as a member of any committee or Board as directed by OTD leadership.
 - Develop and maintain relationships with key external stakeholders
 - Maintain community development databases to document all outreach and activities, volunteer participation, audience, materials distribution and media mentions/opportunities. Order and maintain adequate inventory of educational materials and promotional items.
 - Represent UW OTD, spread donation awareness and build relationships among various groups including referring hospitals, schools, service organizations, businesses, athletic teams, and UW OTD-sponsored outreach events, etc.
 - Develop policies and procedures around UW OTD community outreach practices that build donor registries and enhance public awareness in the donation service area
 - Maintain awareness of DSA demographics and populations (i.e. local, national census reports) and ensure materials are appropriate to reach the demographics in the DSA
 - Maintain familiarity with regulatory standards and assist with regulatory readiness preparation
 - Build and maintain volunteer and event management programs, including software support
- **Marketing and Fundraising**
 - Assist with the development of quality indicators to be used for community outreach program performance monitoring and evaluation.

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- Assist with the development of long- and short-term plans to meet the educational needs of the UW OTD service area
- Coordinate marketing activities and planning in collaboration with marketing partners.
- Build partnerships with various organizations and create donor registration and fundraising opportunities. Monitor data of registration rates and develop donation awareness programs and materials specifically aimed at reaching out to under-represented communities and ethnic groups throughout UW OTD's DSA.
- Obtain, analyze, synthesize, and interpret industry and institutional data
- Ensure UW OTD compliance with all regulatory standards and provide requested information for audits
- Participates in and/or leads continuous quality improvement initiatives
- Other duties as assigned

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

JOB REQUIREMENTS

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| Education | Minimum | Bachelor's degree in marketing, communications, healthcare administration, finance, business or other relevant field. |
| | Preferred | Master's degree in marketing, communications, healthcare administration, finance, business or other relevant field |
| Work Experience | Minimum | Two (2) years of progressively responsible experience planning and implementing community education/outreach programs, including giving presentations. |
| | Preferred | |
| Licenses & Certifications | Minimum | Valid WI Driver's License and current Auto Insurance |
| | Preferred | |
| Required Skills, Knowledge, and Abilities | | <ul style="list-style-type: none"> • Excellent oral and written communication skills. • Expert working knowledge of computers and a variety of computer programs including word processing, database management, spreadsheets, and statistical analysis software. • Proven analytical skills. Knowledge and ability to apply practices and principles utilized in quantitative and qualitative marketing research. • Ability to perform above duties with limited supervision utilizing knowledge and experience for independent decision-making. • Possession of excellent inter-personal and communication skills in order to develop and maintain relationships with grieving families and community groups. • Experience in developing educational programs preferred. • Experience with planning and implementing community outreach events preferred. • Knowledge of organ donation and transplantation preferred. |

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,

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| | 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 FUNCTIONS

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.*

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| Physical Demand Level | Occasional Up to 33% of the time | Frequent 34%-66% of the time | Constant 67%-100% of the time |
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| | 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 |
| x | 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: | | | | |

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.