

UH Wellness contributes to student success by empowering the campus community to make healthy choices across the nine dimensions of wellness. Our multi-faceted office implements health- and wellbeing-centered initiatives including skills-building, outreach, events, professional development, and program assessment and evaluation.

The UH Wellness Health and Well-being portfolio anticipates elevating from a traditional focus of programming to a cross functional upstream approach, supporting a system and culture of collective health and well-being services. Collectively, the departments seek to promote, nurture, and enrich a community of health, wellbeing, and caring. As such, the language to tell the story, demonstrate value, and effectively nudge health behavior choices, at an individual and population level is necessary. To do this, a unique health marketing and communication skill set is vital. The Health Communications Specialist/Manager will serve as an integral part of the UH Wellness team by leading all health marketing and communications within the Health and Well-Being portfolio, in coordination with the Division of Student Affairs and Enrollment Services (DSAES).

This position comprises more than communicating and spreading information. Contributions by this individual will help us have an overall positive impact on the health and well-being of the population. This individual will collaborate with stakeholders across the portfolio of health-focused departments within DSAES, effectively designing materials, interpreting and disseminating health education and information to the UH student community. He or she will work to streamline comprehensive multidisciplinary student health and well-being initiatives and strategies. These programs are focused around several dimension of well-being such as physical, emotional, spiritual, occupational, and social. Other programs include education about alcohol and other drugs, sexual health and violence prevention, and mental health. We have expanded our offerings to include initiatives focused on life skills such as resiliency, courageous conversations, sleep, purpose, values, and financial literacy.

Responsibilities may include:

- Design and implement materials that promote individual and community health and wellbeing and positive culture change within the campus community
- Develop and coordinate the production and dissemination of information for the HWB portfolio
- Develop ideas for written material to be presented in a variety of formats (e.g., fliers, reports, web-based materials, forms, email messages, publications)
- Lead governance efforts of all public-facing communications; Oversee final editing and approval of content, materials, etc prior to publication and distribution
- Implement and share in ongoing development of the health and wellbeing portfolio web and social media presence
- Work with vendors and consultants as needed
- Maintain records and archives, as appropriate
- Collaborate and initiate consultations with campus partners to develop materials that support their programmatic efforts
- Design, manage, and evaluate health communication campaigns; Use evidence-based strategies including social marketing; Determine appropriate channels for different populations and create effective messages that are tailored to the intended audience(s)
- Conduct research to identify communication goals and audiences, clarify content, and identify appropriate venues and design
- Ensure consistency of messaging and non-duplication of communication efforts around campus wellbeing.
- We will not be asking for one-time dollars to support until then, as these will require new job description and will need to be developed in concert with HR.

DSAES Strategic Initiative

- Student Success: Champion exceptional opportunities and services to support all UH students.
 - SS 3: Foster the holistic well-being of all students through coordinated, intentional services and processes.
 - SS 4: Enhance assessment of student success by defining measures at the departmental and divisional level with focus on the impact of our programs and services.
- Resources: Evaluate, actively pursue, and leverage resources to enhance the UH experience.
 - R2: Pursue and develop resources to address identified gaps and needs.
 - R3: Leverage and adapt resources in innovative ways to increase effective utilization.
- Partnerships: Forge and strengthen partnerships to expand our reach into the university and greater community.
 - P1: Educate and empower campus partners to be our advocates.
 - P2: Enhance students' educational experience by expanding partnerships with academic affairs.
 - P5: Promote alumni engagement and support for division initiatives in cooperation with Advancement.
 - P6: Raise the profile of the division through regional, national, and international involvement.

Funding Request	
Base Augmentation Request	Amount
Salary	\$57,000
Benefits	\$19,950
Admin Fee	\$4,617
Professional Development	\$3,000.00
Admin Fee for Professional Development	\$180.00
Total	\$84,747