

# Public Health Communications Coordinator Tompkins County

**Department:** Health Department

**Classification:** Competitive

**Labor Grade:** White Collar Grade 14

**Approved:** 6/2021

**By:** RP, Commissioner of Human Resources

## Minimum Qualifications:

1. Graduation from a regionally accredited or NYS registered college or university with a Master's Degree in public health, communications, marketing, health education, health science, health promotion, community health, education, epidemiology, wellness and fitness, nutrition, human services, social work, or psychology AND one year of full-time paid (or equivalent) professional experience; OR
2. Graduation from a regionally accredited or NYS registered college or university with a Bachelor's Degree in public health, communications, marketing, health education, health science, health promotion, community health, education, epidemiology, wellness and fitness, nutrition, human services, social work, or psychology AND two years of full-time paid (or equivalent) professional experience; OR
3. Any combination of training and experience equal to or greater than that specified above.

## Special Requirement:

The candidate must possess of valid NYS Driver's License or obtain one within 6 months of appointment, and maintain such license for the duration of employment and be able to meet the transportation requirements of the position.

**Tompkins County is Committed to Equity and Inclusion. We encourage those with similar values to apply**

## Distinguishing Features of the Class:

This is a professional position responsible for the planning, development, and implementation of health-related education programs, health communications, and health policy. The incumbent will primarily be responsible for public and community health education, promotion, outreach, and communications that promote health equity and disease prevention for individuals, groups, and the community at large. The work is carried out under the direct supervision of the Director of Health Promotion and the general supervision of the Public Health Director. The incumbent will perform other related duties as required.

## Typical Work Activities:

- Builds, maintains and participates in coalitions and networks to build relationships and promote collaborative efforts in health promotion and disease prevention;
- Develops and implements data collection processes and 2-way communication methods with the community;
- Develops and maintains social media platforms for the Department;
- Develops and maintains the Department website;
- Prepares and assists in the delivery of media releases and campaigns such as newspaper, radio, social media, virtual and in-person forums;
- Develops and presents community health education and promotion programs based on measurable goals and objectives;
- Prepares reports, databases, mailing and email lists, etc. to document activities and maintain functioning of health education and promotion programs;
- Researches and develops health educational and promotional materials such as pamphlets, flyers, email updates, etc. to aid in the education of the community;
- Distributes written and other information to community partners, groups, and individuals to promote health-related issues;
- Assists with the preparation and coordination of community health needs assessments;
- May supervise Project Assistants and other related staff;
- May assist with the preparation and coordination of grant related activities to carry out public health education programs.

### **Knowledge, Skills, Abilities and Personal Characteristics:**

- Good knowledge of the principles, practices, strategies, and techniques of behavioral science, coalition building, and public health education;
- Good knowledge of the principles, practices, and techniques for utilizing local media markets and social media platforms to enhance community understanding and knowledge;
- Good knowledge of website development and social marketing principles, practices, techniques for developing strategies based on needs assessment and data;
- Knowledge of the principles and theories of disease prevention (chronic, communicable, and emerging), including an understanding of social determinants of health and health disparities;
- Working knowledge of the operation of public and private agencies;
- Working knowledge of local governments organization and operation;
- Excellent communication and interpersonal skills, including oral and written communication;
- Considerable autonomy and independent judgement are exercised in performing the job;
- Strong ability to maintain collaborative working relations with community agencies and groups;
- Strong ability to be flexible and meet tight deadlines form media releases and inquiries;
- Ability to abstract, analyze, and interpret material from a variety of sources;
- Ability to communicate complex and controversial issues both orally and written;
- Ability to plan and supervise the work of others;
- Ability to work within the department and across departments to foster collaboration on overlapping work projects and issues;
- Full competence to operate personal computer, internet-based tools, and other applications.

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