

Health Educator Tompkins County

Department: Whole Health Department

Classification: Competitive

Labor Grade: White Collar Grade 12

Approved: 6/2021

Revised: 4/24; 3/2026

By: HB, Deputy Commissioner of Human Resources

MINIMUM QUALIFICATIONS:

1. Graduation from a regionally accredited or New York State registered college or university with a bachelor's degree in health education, health science, health promotion, community health, health communications, public health, or a closely related field; **OR**
2. Graduation from a regionally accredited or New York State registered college with an associate's degree in health education, health science, health promotion, community health, health communications, public health, or a closely related field **AND** one (1) year of full-time paid (or the equivalent part-time) experience in community or public health, health education, health promotion or health communication; **OR**
3. Any combination of training and experience equal to or greater than that specified in (a) and (b) above.

SPECIAL REQUIREMENT:

The employee must possess a valid New York State Driver's License at the time of application and maintain such license for the duration of employment.

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

DISTINGUISHING FEATURES OF THE CLASS:

This position requires the incumbent to have education, and/or outreach coordinator capabilities and a working knowledge of public health behaviors, their effect on individuals and the population, and harm reduction strategies. The prime responsibilities of this position involve planning and implementing a public outreach program and disseminating information to individuals on public health initiatives. This position requires the interpretation and evaluation of goals established by the Advancing Tobacco Free Communities (ATFC) Grant Program and coordinating and monitoring the JUUL settlement funds received by Tompkins County. An employee in this class will work closely with and under the guidance of the Director of Health Promotion to develop outreach strategies and presentations to community and youth groups, organizations and policy makers related to tobacco and vape use prevention. The work is performed under the direct supervision of the Director of Health Promotion. Supervision of others is not generally a function of this class. The incumbent will perform all related duties as required.

TYPICAL WORK ACTIVITIES:

Writes and disseminates information as it applies to vape use prevention and ATFC objectives and initiatives;

Coordinates education and outreach efforts with community, county, regional and state partners; Develops and updates displays and information/education materials for presentations and outreach initiatives related to chronic disease prevention and ATFC and JUUL settlement objectives;

Develops public outreach programs including direct community engagement related to ATFC and JUUL settlement objectives to promote positive health outcomes and increase health equity in Tompkins County;

Engages diverse individuals and groups tobacco and vape prevention and harm reduction efforts to improve health behaviors and improve population health;

Develops outreach materials and makes presentations to build awareness and grassroots support for participation in ATFC initiatives and vape prevention;

Organizes and maintains records of program activities for ATFC and vape prevention, including evaluation metrics and quality improvement;

Educates policymakers on tobacco control and environmental and policy changes related to tobacco control;

Engages diverse groups to advocate for policy changes related to tobacco control; Develops outreach materials and makes presentations to build awareness and grassroots support for policies related to tobacco control;

Develops and updates displays and information/education materials for presentations and outreach initiatives related to tobacco control program objectives.

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Working knowledge of the principles and practices of public or community health;

Working knowledge of Microsoft Office;

Good verbal and interpersonal communication skills;

Good organization and time management skills; Moderate autonomy and good judgement is exercised to perform job activities and duties, especially when conducting field work;

Ability to develop and present appropriate educational and awareness programs for various target groups consistent with grant objectives and directives;

Considerable interpersonal skills needed to persuade, motivate or influence others regarding individual behaviors, at times under challenging conditions; Experience with motivational interviewing;

Ability to compile data and prepare a variety of written documents;

Ability to change work focus readily and easily;

Ability to work in a team environment;

Ability to select media and communications appropriate for selected targeted audiences;

Ability to develop and or implement strategic communications outreach;

Persistence in achieving grant objectives regarding ATFC.

The work requires moderate physical effort, including computer work and standing/walking for periods of time.

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