

BERRIEN COUNTY

JOB DESCRIPTION

TITLE: Grants and Communications Specialist

CODE:

DEPARTMENT: Health

GENERAL SUMMARY

Under direct supervision of the Director of Program Operations, assist in the pursuit and acquisition of revenue for public health services for the Berrien County Health Department through foundations and State and Federal government grant programs. Completes grant and program reporting for various health department program areas. Coordinates media efforts, including website and social media.

TYPICAL DUTIES:

1. Searches for, completes and submits funding applications in response to Requests for Proposals and foundation announcements.
2. Collaborates with the Department's Management Team, as well as designated representatives of Berrien County and community agencies as needed for the development and submission of applications to funding requests.
3. Attends pre-grant planning meetings, as appropriate.
4. Completes grant and other program reports in collaboration with Management Team.
5. Serves as BCHD's Public Information Officer, coordinating media relations during emergencies and during normal operations including website and social media.
6. Coordinates departmental participation in community events (health fairs, etc).
7. Assists with other administrative projects as needed, including special projects.

MINIMUM QUALIFICATIONS:

Education: Bachelor's Degree in communications, English, journalism, health education, public health, public administration, or related field.

Experience: Demonstrated one (1) year successful grant application or other related experience in public health, communications, public administration or related field.

SPECIAL REQUIREMENTS:

Possession of a valid vehicle operator's license and a vehicle is required.

In times of a public health emergency, may be required to report for specialized assigned duties inside or outside of Berrien County.

Regular, reliable and predictable attendance.

Minimum score of 85% on Computer Proficiency tests in Microsoft Office (Word, Excel, Powerpoint).

DESIRED QUALIFICATIONS:

1. Thorough knowledge of local, state, federal and foundation funding resources and grant processes.
2. Thorough knowledge of public health and community organization theory.
3. Working knowledge of local public health department services.
4. Working knowledge of local social, education and health resources.
5. Demonstrated ability to communicate effectively, both verbally and in writing.
6. Demonstrated ability to facilitate organizational and community planning activities.
7. Demonstrated experience in functioning independently for the completion of assigned responsibilities.
8. Proficiency with a multitude of word and data computer applications.

This description is intended to describe the type and level of work being performed by a person assigned to this job. It is not an exhaustive list of all duties and responsibilities required by a person so classified.

Endorsed by the Berrien County Board of Health,; Approved by the Personnel and Human Services Committee,
Effective Date:

HDJD; N Gr 8

INGHAM COUNTY JOB DESCRIPTION

HEALTH COMMUNICATION SPECIALIST, HEALTH DEPARTMENT

General Summary:

Under the direct supervision of the Assistant Deputy Health Officer, responsible for information, research and communication activities which promote the Health Department's mission and goals. Conducts research and disseminates findings to inform residents about health issues and to promote health improvement efforts. Coordinates media relations and oversees the Health Department marketing plan. Identifies and prepares grant applications. Represents the Health Department as various internal and external meetings as directed.

Essential Functions:

1. Reports on social, economic and demographic trends as they impact Health Department programs and departments. Helps to monitor and analyze health risks and health disparities in Ingham County.
2. Compiles health data as it relates to Ingham County residents. Creates memos, charts, brochures and reports to promote health programs and education.
3. Ensures the integrity and effectiveness of departmental information presented to internal and external audiences such as community residents, groups, organizations and Boards. Ensures the Health Department administration team has high-quality information to guide its planning and quality improvement activities.
4. Develops and implements a departmental marketing strategy. Identifies distribution channels for target populations. Creates and distributes information to promote Health Department services and programs.
5. Creates and implements a plan for media communication and public relations. Develops positive working relationships with the media and health outlets in an effort to increase awareness of health topics, programs and goals. Identifies resources for paid media coverage regarding health topics and campaigns.
6. Provides grant writing leadership. Identifies and prepares grant applications. Researches grant information and provides related documentation. Monitors grant due dates and helps create submissions, reports and forms.

7. Coordinates work with Emergency Preparedness and Ingham County Emergency Management. Participates in required Office of Public Health Preparedness activities and trainings. Coordinates the work of designated Deputy Public Information Officers.
8. Represents the Health Department at various internal and external meetings. May serve on the Board of community groups or organizations. Acts as liaison for committees and represents the Department at state and national planning activities such as the Michigan Health Information Network and the Joint Public Health Informatics Taskforce.
9. Regular attendance and punctuality are standards of performance required for this position.

Other Functions:

- Performs other duties as assigned.
- Must adhere to departmental standards in regard to HIPAA and other privacy issues.
- During a public health emergency, the employee may be required to perform duties similar to but not limited to those in his/her job description

(The above statements are intended to describe the general nature and level of work being performed by the people assigned this classification. They are not to be construed as an exhaustive list of all job duties performed by personnel so classified.)

Employment Qualifications:

A minimum of **one** of the following combinations is required:

1. A Master's Degree AND a minimum of 3 years of experience in public health, communications, public relations or public policy.
- OR
2. A Bachelor's Degree AND a minimum of 5 year of experience in public health, communications, public relations or public policy.

Other Requirements: None

(The qualifications listed above are intended to represent the minimum skills and experience levels associated with performing the duties and responsibilities contained in this job description. The qualifications should not be viewed as expressing absolute employment or promotional standards, but as general guidelines that should be considered along with other job-related selection or promotional criteria.)

Working Conditions:

1. This position works in an indoor environment. There is no planned exposure to prominent lights, noises, odors, temperatures or weather conditions.
2. This position is required to travel for meetings and appointments.

Physical Requirements:

- a. This position requires the ability to sit, stand, traverse, lift, carry, push, pull, reach, grasp, handle, pinch, typing, endure repetitive movements of the wrists, hands or fingers.
- b. This position's physical requirements require continuous stamina (more than 50%) in sitting, typing and enduring repetitive movements of the wrists, hands or fingers. This position's physical requirements require regular stamina (21-50% of the time) in standing and traversing. This position's physical requirements require periodic stamina (5-20% of the time) carrying, reaching, grasping, handling and pinching. This position's physical requirements require little to no stamina (less than 5%) in lifting, pushing, pulling,
- c. This position performs light work requiring the ability to exert 20 pounds or less of force in the physical requirements above.
- d. This position primarily requires close visual acuity to perform tasks within arm's reach such as: viewing a computer screen, using measurement devices, inspecting and assembling parts, etc.
- e. This position requires the ability to communicate and respond to inquiries both in person and over the phone.
- f. This position requires the ability to operate a PC/laptop and to enter & retrieve information from a computer.
- g. This position requires the ability to handle varying and often high levels of stress.

(This job requires the ability to perform the essential functions contained in this description. These include, but are not limited to, the requirements listed above. Reasonable accommodations will be made for otherwise qualified applicants unable to fulfill one or more of these requirements.)

**ICEA 8
Aug 2014**

MID-MICHIGAN DISTRICT HEALTH DEPARTMENT

PUBLIC INFORMATION OFFICER JOB DESCRIPTION



Wage Band: T14
FLSA: Non-Exempt

Division: Administrative Services
Union: Teamsters Local 214

GENERAL DESCRIPTION

This position is responsible for informing the general public and key stakeholders on public health related topics and internal agency updates/awareness, and identifying effective channels of communication for reaching the general public and special populations. This position is responsible for research, development, design, and distribution of agency communication materials. This includes but is not limited to reports, articles, press releases and other print materials; publicity and presentation materials; audio-visual scripts; social media and website information, electronic media and related internal/external communication responsibilities. This person also serves as a key member of the emergency preparedness team.

CORE COMPETENCIES

Under general supervision and/or as part of various workgroups and teams, the Public Information Officer performs the following essential functions within the framework of Mid-Michigan District Health Department's provision of the core competencies and essential services of public health:

Analysis & Assessment

- ☐ Adheres to ethical principles in the collection, maintenance, use and dissemination of data and information.
- ☐ Uses information technology to collect, store and retrieve data.

Policy Development & Program Planning

- ☐ Attends staff meetings and conference/workshops as appropriate.
- ☐ Apply strategies for continuous quality improvement.
- ☐ Participates in program planning.
- ☐ Incorporates policies and procedures into program plans and structures.
- ☐ Assists in completing and maintaining the agency's plan for crisis and emergency risk communication and information dissemination, evaluation of communication systems during emergencies, training to ensure channels of communication are in place, and development of information/risk communication strategies with adjacent counties, other local public health jurisdictions, state and federal agencies, hospitals and other health care providers, schools, and other applicable organizations.

Communication

- ☐ Communicates in writing and orally, in person and through electronic means with linguistic and cultural proficiency.
- ☐ Applies communication and group dynamic strategies in interactions with individuals and groups.
- ☐ Communicates information to influence behavior and improve health.
- ☐ Receives requests from the media, external organizations, and the general public related to sensitive and critical public health issues and coordinates the delivery of appropriate communication responses.
- ☐ Conveys data and information to professionals and the public using a variety of approaches including mass media (i.e. press conferences, reoccurring radio spots, etc.)

Cultural Competency

- ☐ Incorporates strategies for interacting with persons from diverse backgrounds.
- ☐ Recognize the role of cultural, social and behavioral factors in the accessibility, availability, acceptability and delivery of public health services.

Community Dimensions of Practice

- ☐ Informs the public about policies, programs and resources.
- ☐ Identifies stakeholders and community assets and resources.

- ☐ Participates in extensive incident command system communications support and training.

Public Health Sciences

- ☐ Understands and adheres to HIPAA and confidentiality policies.
- ☐ Describes/retrieves evidence used in developing, implementing, evaluating, and improving policies, programs, and services.

Financial Planning & Management

- ☐ Adheres to the agency's policies and procedures.

Leadership & Systems Thinking

- ☐ Uses individual, team and organizational learning opportunities for personal and profession development.
- ☐ Utilize available learning opportunities from other agency staff.

Performs other duties as assigned...

KNOWLEDGE, SKILLS & ABILITIES REQUIRED

Education, Licensure, Certifications, Experience

- ☐ Possession of a bachelor's degree in Public Relations, Communications, Health Education, Journalism, English or other related field; or the equivalent in terms of work experience and/or education.
- ☐ A minimum of three (3) years of experience in public relations or related field.
- ☐ Possession of a valid Michigan vehicle operator's license, own transportation and ability to travel as required.

Knowledge & Skills and Abilities

- ☐ Knowledge of the core functions and essential services of public health.
- ☐ Excellent customer service skills.
- ☐ Due to the nature of this position the employee must possess excellent oral and written communication skills.
- ☐ Basic photography and editing skills.
- ☐ Thorough working knowledge of public relations and journalism principles and practices.
- ☐ Computer and other electronic media communication literacy, including thorough working knowledge of social media applications publishing and graphics application software.
- ☐ Ability to design and develop materials for a variety of audiences with diverse cultural and socio-economic backgrounds, levels of educational attainment and English fluency.
- ☐ Ability to maintain positive working relationships with members of the media, community organizations and other audiences.

Note: The qualifications listed above are guidelines. Other combinations of education and experience, which could provide the necessary knowledge, skills, and abilities to perform the job, should be considered.

May serve as the agency's First Responder in emergency situations:

All employees to comply with requirements from the OSHA Blood borne Pathogen Standard, 29 CFR 1910.1030, as well as receive annual blood borne pathogen training.

Due to the need for all Health Department personnel to respond to public health emergencies, the employee must be assessed for his/her ability to meet the physical demands of performing the following activities: (MMDHD Policy #126.0 entitled, "Emergency Preparedness for Chemical, Biological, Radiological, Nuclear and Explosive Events".)

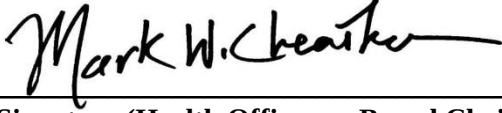
- ☐ Engage in the following movements: Climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, lifting, writing and repetitive motions.
- ☐ Exert up to 50 pounds of force occasionally, and/or a negligible amount of force constantly to move objects.
- ☐ Hearing ability sufficient enough to communicate with others effectively in person and over the phone.

The employee must be able to perform the essential job functions as outlined in the position description with or without a reasonable accommodation.

WORKFORCE COMPOSITION

Management retains the right to determine the composition of the work force including the number of positions established and appointed with this job classification.

APPROVALS AND DATES



Signature (Health Officer or Board Chair)

March 2, 2016

Date Approved

Mark W. (Marcus) Cheatham, Health Officer
Print Name and Title

Individual: Karrey Britt
Accountable to: Director
Ex/Non-Ex (salary/hourly): Exempt (salary) S1 wage band \$40,000 - \$60,000

Supervises: N/A
Full-Time/Part-Time: Full-time

LDCHD Vision

Together, day by day, building a healthy community

LDCHD Mission

To advance policies, practices and programs that promote health for all, prevent disease and protect the environment.

Position Mission:

Serve the Health Department by developing and implementing positive communications to represent the Department while supporting the fulfillment of the organization's mission and goals.

Essential Job Functions

Implement the Department's Communication strategy updating regularly to meet and maintain standards for accreditation (80%) to include:

- Evaluation of communication channels and messages
- Identification of emergent communication principles
- Write, design and edit:
 - News releases, newsletters, brochures and other information materials
 - Annual reports
 - Print, visual and electronic materials
 - Website and social media
- Create and edit photos and videos for documentation of events
- Update risk communication plan to meet and maintain standards for accreditation
- Ongoing counsel to Director and Department staff regarding communication strategies
- Serve as the Department media-relations contact by responding to inquiries
 - Monitor media reports and identify opportunities to promote public health messages
 - Notify Director of critical news items that impact the Department
- Work collaboratively with Department programs and stakeholders to ensure accurate and effective communication products
- Represent the Department to the community and other key stakeholders
- Build and maintain collaborative relationships with key stakeholders

Perform general responsibilities (20%). As part of the job requirements listed above:

- Maintain an understanding of the various processes and procedures of the position
- Actively seek to add and enhance knowledge regarding developments and current trends in the industry that will serve LDCHD's business needs
- Support LDCHD policy
- Flexible to accept additional assignments as requested by management
- Partner with management to ensure the best possible service and effective communications that coordinate and support organization goals

- Work collaboratively with LDCHD staff to maintain a team environment and accomplish the tasks necessary to serve and support LDCHD and stakeholders
- Attend meetings as required or requested
- Create, prepare and deliver reports as necessary to stakeholders
- Professional and cordial interactions with clients, community partners, staff and others at all times.
- Maintain relationships with LDCHD clients, community partners, staff and others
- Participate in continuous quality improvement efforts
- Comply with federal, state and local laws and regulations including full confidentiality of protected health information
- Assume public health emergency role as necessary
- Implement changes as requested to ensure forward progress
- Identify and implement solutions to problems in general seeking counsel as appropriate
- Uphold LDCHD standards and values ensuring solid ethical standards are practiced
- Other duties as assigned

Performance Measurements:

- Achievement of objectives as outlined by leadership
 - Timely, accurate and positive communications for the Department
 - Effective education to enhance community awareness and understanding of the Department's mission and value to the community
 - Standards for quality and quantity of work are met
- Open to change while accepting and supporting management decisions
- Collaborative relationships are developed and maintained with clients, community partners, staff and others (internal and external)
- Arrive and depart from work timely per schedule

Qualifications: Knowledge, Skill and Ability:

- Bachelor's degree in mass communications, journalism, public relations or related field, required
- Three years of work experience in the communications field, required
- Strong interpersonal and public speaking skills to work effectively with a wide range of constituencies
- Knowledge of principles, methods, procedures and strategies concerning public information, communications and community relations programs
- Knowledge of AP standards, English usage, vocabulary, spelling, grammar and punctuation, required
- Maintain composure under stressful situations displaying tact, diplomacy and discretion
- High standards of confidentiality
- Excellent customer service skills
- Must meet grant knowledge and skill requirements, as applicable
- Must respect and respond to diverse and individual needs
- Extreme attention to details
- Effective communicator (verbal, written and body language)
 - Listening skills and ability to interpret a variety of communications
 - Business reports, correspondence and procedure manuals
 - Write concise and explanatory documents, proposals and articles
 - Presentation skills
 - Interpret a variety of instructions either written, oral, diagram, schedule or electronic formats

- Work independently and be self-motivated
- Meet deadlines and work under pressure with little or no supervision
- Prioritize and manage work effectively and efficiently to accomplish tasks while multi-tasking and delivering friendly service
- Creativity and innovation at the functional level
- Problem analysis and resolution at the functional level
- Must problem solve rationally and with common sense (sound judgment)
- Software knowledge of programs utilized (e.g. Microsoft Suite products, Adobe products, video conferencing, Financial software, proprietary software and others- required)
- Knowledge of general office equipment (copier, scanner, fax, etc.)
- Have and maintain a valid driver's license
- Respond to emergency situations

Physical Demands:

- Lift and move items up to 40 lbs.
- Sit, stand and walk for extended periods of time
- Ability to concentrate on detailed information
- Ability to handle a variety of complex decisions (normal to above average range)
- Bend, kneel and reach items
- Frequent use of hands and fingers to handle or feel objects, tools or controls
- Must be able to speak and listen effectively
- Vision abilities for close vision, color vision, peripheral vision and depth perception

Work Environment:

The work environment characteristics described here are representative of those an employee may encounter while performing the functions of this job.

- Professional office setting with little discomfort due to such factors as noise, heat, dust, or other adverse factors
- Clinical environment with potential exposure to chemicals, blood borne pathogens, needle sticks and other standard clinical factors
- Duties performed offsite are exposed to weather conditions of extreme temperatures, chemicals, fumes, second hand smoke, work safety hazards, dust, loud noises, darkness and tight spaces
- This is a non-smoking work environment, including all premises and other such areas
- Travel along with associated travel risks

This job description does not state nor imply that these are the only activities to be performed by the staff member holding this position. Staff is required to follow other job-related instructions and to perform other job-related responsibilities as requested by management.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. An individual seeking an accommodation should contact human resources.

A job description is not intended to and does not create an employment contract. LDCHD maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.

Employee PRINT NAME *(and signature)*

Date

Dan Partridge
Director PRINT NAME *(and signature)*

Date

S1 wage band \$40,000 - \$60,000

Dan Partridge
Director
Lawrence-Douglas County Health Department
200 Maine, Suite B
Lawrence, KS 66044

phone: 785-843-3060 fax: 785-843-3161
www.ldchealth.org



RE: County employees
Dan Partridge
to:
KWieghmink@miottawa.org
11/25/2014 01:47 PM
Hide Details
From: Dan Partridge <dpartridge@ldchealth.org>
To: "KWieghmink@miottawa.org" <KWieghmink@miottawa.org>,

Kristina,

Thanks for the info and Douglas County population is 114,000.

Regarding my opinion it is hard for me to say what is the right decision for you specifically. What I can offer is where we have placed our communications coordinator relative to other positions.

In the same wage band with Communications Coordinator is:

- Community Health Planner
- Case Management Supervisor
- WIC Supervisor

On the wage band just below are:

- Environmental Health Coordinator
- Case Manager

- Public Health Nurse

In the wage band just above are:

- Clinic Supervisor
- Analyst

Best of luck!

Dan Partridge
Director
Lawrence-Douglas County Health Department
200 Maine, Suite B
Lawrence, KS 66044
phone: 785-843-3060 fax: 785-843-3161
www.ldchealth.org

From: KWieghmink@miottawa.org [mailto:KWieghmink@miottawa.org]
Sent: Tuesday, November 25, 2014 11:58 AM
To: Dan Partridge
Subject: RE: County employees

Thank you for the information. How large is the population the county employees serve? I'm not sure if our demographics are close, but we have 263, 081 residents (latest U.S. Census) and our cost of living is 85.8. Our county employees 1,211, according to HR's 2012 Annual Report.

I've attached my job description, the wage study classification results and the unclassified salary information. My position was changed from a T15 to a U05 (page 8 of the 2014 Wage Study pdf attached). The salary information is on page 21 of the Unclassified Benefits attached pdf.

I'm writing up an appeal, due this coming Monday, to give details and a better understanding of what public health communicators/PIOs actually do and the importance of their role. I can also send you a copy of my research next week if you want it. I strongly feel my position should be at a U07, but I think I'm going to request a minimum of U6/U06A.

Any thoughts?

From: Dan Partridge <dpartridge@ldchealth.org>
To: "KWieghmink@miottawa.org" <KWieghmink@miottawa.org>,
Date: 11/25/2014 12:44 PM
Subject: RE: County employees

Kristina,

I was not able to get a precise number but Douglas County has approx. 800 employees.

We are starting the process of reviewing our communications coordinator job description to see what changes we

might want to make. Would you mind sharing your job description.

Have a happy thanksgiving!

Dan Partridge
Director
Lawrence-Douglas County Health Department
200 Maine, Suite B
Lawrence, KS 66044
phone: 785-843-3060 fax: 785-843-3161

From: KWieghmink@miottawa.org [<mailto:KWieghmink@miottawa.org>]
Sent: Saturday, November 22, 2014 7:54 AM
To: Dan Partridge
Subject: County employees

Good Morning,

How many people are employed by your county (not only in public health, but all divisions within your county)?

From: <http://www.mphonline.org/50-highest-paying-jobs-in-public-health/>

Health Communications Specialist

Health Communications Specialist work to provide information to the public and media about illness and healthy living. They package new research and clinical trial results in understandable formats for public use. They also advocate for public health initiatives and guide public understanding about control of epidemics and healthy lifestyles.

Typical Workplace Environment

Health Communications Specialists can work in a variety of settings, including public venues, offices and community settings. Specialists can be planning events, drafting press releases and communicating with media outlets.

Education/Training Requirements

Common requirements for Health Communication Specialists are five years in related communication, including business and healthcare, and a bachelor's degree in fields like journalism or communication studies. Specialists also must be skilled in production of publications and presentations for use in media.

Salary Range & Employment Outlook

Salaries range by geography, experience and employer, from **\$30,000 to \$96,000**. Estimates predict that employment for Health Communications Specialists will grow much faster than average.

Public Health Information Officer

Public health information officers are responsible for providing information about major health issues to the public and for promoting disease prevention. They may conduct community-based research in order to identify major health issues. Public health information officers also provide information about clinics and health programs to the general public.

Typical Workplace Environment

The majority of public health information officers work in public health departments or large hospitals. They spend most of their time in the office but may give presentations to the general public or professional groups outside of the office.

Education/Training Requirements

Public health information officers must hold at least a BA degree in public health. Many individuals in these positions hold MA degrees in public health or health education.

Salary Range & Employment Outlook

Experienced public health information officers earn salaries between **\$49,000 – \$91,800** per year. Those individuals who work in hospitals tend to earn higher salaries than those who work in public health departments. Demand for specialists in this area is expected to remain high for the foreseeable future.

From: <http://www.careersinpublichealth.net/careers/health-communications-specialist>

Health Communications Specialist Careers

How to Become a Health Communications Specialist ?

It's no big secret that entering the health field is one of the best ways to take advantage of a wide range of professional and personal benefits. But for those who want to enjoy the benefits the field offers without providing bedside care, choosing a career is tricky. Becoming a health communications specialist is one option worth considering, and something that could give you exactly what you want out of a career.

The health communication field is very diverse, and becoming a specialist within it will mean different things depending on where you live, who your employer is, and what you hope to do. Read on to find out more about this important and quickly growing career opportunity.

What Is a Health Communications Specialist?

A health communications specialist is someone who works to help others understand more about medical treatment, health lifestyle choices, disease prevention, and more. They focus primarily on spreading information to the public that can have an overall impact on the health and wellbeing of the population. It's much like a marketing position, only instead of trying to sell a product, the focus of the health communications specialist is on boosting health awareness.

Potential job duties will vary, but are likely to include the following things:

- Analyze public health risks or concerns to determine what areas need improvement
- Design printed materials that educate about health issues and distribute them to the community
- Create ad campaigns that help increase public knowledge of health related risks and solutions
- Use the internet and other forms of mass media to help influence public policy and to help educate the public about various health and wellness issues
- Conduct workshops to improve overall understanding and management of health issues
- Issue press releases about emergencies or about crisis related issues in the community health field
- Analyze current programs and initiatives and determine how health communication efforts can be changed for better results
- Measure overall outcomes of all efforts above and adjust as needed

Obviously, it's a very diverse and unique job and as such you'll need a wide range of skills in order to thrive. It can be very rewarding, however, both professionally and personally.

Characteristics

Some personal traits and characteristics can have a major impact on your ability to excel in the job. If you're considering entering the field, be sure you have strengths in the following areas.

Confidence – You'll need to have faith in your abilities since you'll be in charge of various things that can have a direct impact on the health of the public.

Good Communication Skills – Obviously, working in the communications field requires good communication capabilities. You'll want to make sure that you have good written and verbal communication skills.

Good Organization – The job requires careful examination and consideration of a wide range of different things. As a result, being able to organize effectively is important.

Nature of the Work

The job is primarily an office based one, and most of your time will be spent on a computer analyzing information and designing new strategies, programs, and initiatives. You may develop social media programs, work on commercials in print or video, and develop reports on your efforts' effectiveness. You may also leave the office from time to time for meetings, or to attend conferences or seminars around the country. Working as a health communication specialist will take you to numerous places and allow you to enjoy some of the most diverse work in the field of public health.

Common employers are government agencies, but some nonprofit organizations as well as schools or news networks may also hire health communications specialists.

Education and Training

Health communications specialists will often have different paths into the field. Usually, a bachelor's degree in health communications is the primary entry point. Master's degrees in the field are also possible and will enhance your ability to find employment. Usually, employers also require at least 5 years of experience in health care or business communication. The specific requirements will vary depending on your employer. Training will include work with word processing, multimedia design software, social media use, and more.

Salaries vary just as much as educational requirements, and average salaries range from between \$51,000 and \$97,000 per year. Pay will be based on location, employer, and your experience and education levels.

Researched by:

Kristine Smith, MA, CCPH

Credentialing Manager

National Public Health Information Coalition

ksmith@nphic.org

770.509.5555

352.415.3650 (Direct)

OTTAWA COUNTY HUMAN RESOURCES

TITLE: COMMUNICATIONS SPECIALIST
DEPARTMENT: PUBLIC HEALTH
DATE: 12/07/2008

EMPLOYEE GROUP: GROUP T
GRADE: T15

JOB SUMMARY:

Under the direction of the Assistant Health Administrator, coordinates communication strategies, marketing and public relations activities to promote utilization of Health Department services by the community. Develops strategies and campaigns to promote and publicize clinical, community, and environmental health services and health education and wellness opportunities delivered by the department. Designs strategies to inform target populations throughout the community of their eligibility for services. Communicates sensitive health information to the community in a timely and effective manner.

ESSENTIAL JOB FUNCTIONS: The essential functions of this position include, but are not limited to, the following:

1. Consults with supervisory and managerial staff to develop marketing strategies for department services and develop, implement and monitor a marketing plan.
2. Develops, designs, authors and publishes pamphlets, brochures, booklets, and other informational media explaining and promoting departmental programs and services.
3. Develops communications and selects appropriate media to publicize public health issues, promote Health Department services and programs to a wide range of target audiences in the community, and increase community utilization of health department resources.
4. Ensures that media utilization is cost effective, applying quality assurance protocols to marketing and publicity campaigns.
5. Develops and disseminates articles, brochures and other print and electronic media to publicize new department initiatives.
6. Designs, develops and produces multimedia and other presentation materials for delivery to target audiences.
7. Selects newsworthy items to be released to television, radio and newspapers.
8. Creates public service announcements for broadcast media release.
9. Establishes and maintains working relationships with local media and monitors and responds to local television, radio and print media as appropriate.
10. Presents the department's official response to sensitive or critical issues and releases appropriate information to the general public.
11. Receives and responds to requests for information from the media, community organizations, health care organizations, business organizations and the general public.
12. Represents the department to internal and external constituencies including community groups, media, local and regional organizations and the general public.
13. Serves as editor for a broad range of department reports and publications, writing and editing copy, selecting graphics, designing formats, and publishing and distributing final products.

14. Performs the duties of public information officer (PIO) in an emergency, and provides assistance to the Emergency Preparedness Coordinator in developing and distributing internal and external communications.
15. Serves as managing editor of various electronic and print newsletters for both internal and external distribution.
16. Researches data, statistics and health information and communicates information in language and formats suitable to the audiences to which it is targeted.
17. Develops, maintains and updates the health department Website.
18. Ensures that clinical documentation regarding clients is kept secure, confidential, and maintained consistent with the OCHD policies, HIPAA, FOIA, and Michigan Department of Community Health policies.

REQUIRED KNOWLEDGE AND SKILLS:

1. Thorough working knowledge of the principles and practices of communications and marketing.
2. Thorough working knowledge of OCHD programs, services, goals and objectives.
3. Good working knowledge of local, state and federal health codes, statutes, rules and regulations, including Title X, HIPAA, CLIA, Michigan Public Health Code (PA 368 of 1978, as amended), Michigan Communicable Disease Rules.
4. Thorough working knowledge of the provisions and applications of the Freedom of Information Act and Employee Right to Know Act.
5. Good working knowledge of accreditation requirements
6. Thorough working knowledge of media business practices.
7. Thorough working knowledge of publishing practices and processes.
8. Thorough working knowledge of public relations principles and practices.
9. Excellent English language skills, including spelling, punctuation, grammar, construction and usage.
10. Ability to communicate with professional and lay audiences with equal facility.
11. Thorough working knowledge of word-processing, spreadsheet, database management, graphics, desktop publishing, website design, photo editing and presentation software applications.
12. Ability to design and deliver professional-quality multi-media presentations to a variety of audiences.
13. Excellent public speaking and presentation skills.
14. Excellent interpersonal and human relations skills.
15. Excellent oral and written communications skills.
16. Ability to interact positively and professionally with customers, community and business representatives, community health care partners, elected officials, coworkers, supervisors, vendors, and members of the general public with widely diverse cultural and socio-economic backgrounds and varying levels of health knowledge and interpersonal communications skills.

REQUIRED EDUCATION, TRAINING AND EXPERIENCE:

Bachelor's degree in communications, public relations, journalism, marketing, or related field and at least three years of progressively responsible experience in media relations and communications, including at least one year in social marketing in a health and human services organization. Master's degree in communications, public relations or marketing strongly preferred.

LICENSES AND CERTIFICATIONS:**PHYSICAL REQUIREMENTS:**

Must be able to perform essential job functions with or without reasonable accommodations, including, but not limited to, visual and/or audiological appliances and devices to increase mobility.

WORKING CONDITIONS:

Work is performed in a normal office environment.