

Public Health Specialist/Public Information Officer



Position Description

Status

Full-Time, Nonexempt

Compensation

B24

Bargaining Unit

N/A

Reports to

Public Health Planning and Preparedness Manager

Supervises

None

Position Category

Specialist

Summary

The public health specialist/public information officer serves as the public information officer for the local public health department under the supervision of the Public Health Planning and Preparedness Manager. The Public Information Officer plans, directs, coordinates, and evaluates internal and external communications of public interest on behalf of the Allegan County Health Department. This position leads the department's communications strategy and related initiatives to convey a consistent, timely, and accurate message supporting the Allegan County Health Department's services, programs, mission, strategic goals, and objectives. Makes recommendations for actions and messaging. Assists in policy and procedure development and implementation related to communications.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This position has direct supervisory responsibilities and serves as a coach and mentor for other positions in the department.

1. Serves as media liaison between Allegan County Health Department, other agencies and the public.
2. Develops marketing campaigns for Public Health services and programs.
3. Complies with the Public Health's continuous quality improvement (CQI) policy and plan; Actively participates in quality improvement planning and CQI committee meetings.

4. Engages in emergency preparedness and response activities as required.
5. Serves on various committees with community agency representatives to ensure that community health needs are met.
6. Develops and maintains the Department's media platforms and campaigns.
7. Prepares data, reports, literature, statistics and other resources for public dissemination.

Competencies

Competencies are listed below.

- Customer Focus
- Teamwork
- Employee Engagement
- Process Focus
- Attention to Detail
- Technology
- Goal/Results Oriented
- Written & Oral Communication
- Leadership & Influence
- Decision Making & Judgement
- Analysis & Problem Solving
- Organization

Supervisory Responsibility

This position does not have direct supervisory responsibilities.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers and filing cabinets.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to express oneself and exchange information both verbally and in writing. The employee is frequently required to move about the office environment; operate a computer and other office machinery; and move or transport files or other items to meetings and other office spaces. This is largely a sedentary role; however, some filing is required. The ability to open filing cabinets and bend or stand on a stool as necessary is required.

Travel

Travel is required to access County buildings employees, and other community meetings. This position is required to have a valid driver's license.

Required Education and Experience

1. Bachelor's Degree in Communications, English, Journalism or Marketing is preferred. Bachelor's Degree in Health Education and/or Public Health will be considered.
2. One (1) year of experience in Communications.

Other Duties

Ability to competently perform all the essential duties of the position, with or without reasonable accommodation, demonstrated commitment to effective customer service delivery, and the ability to work productively as a member of a team or work group are basic requirements of all positions at Allegan County.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Signature

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee _____ Date _____