

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

Under the supervision of the Public Health Planning and Preparedness Manager, the Public Health Specialist/Public Information Officer serves as the Public Information Officer for the Local Public Health Department and this position is responsible for developing marketing campaigns and promoting healthier behaviors to improve community health outcomes by assisting individuals and communities to adopt healthier behaviors. Collects and analyzes data to identify community needs. Plans, implements, and evaluates services designed to encourage healthy lifestyles, policies, and environments. Coordinates the Community Health Needs Assessment, Community Health Improvement Plan for the health jurisdiction, Public Health Accreditation Process for all the services and the Quality Improvement Plan.

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. Acting as the Public Information Officer, serves as media liaison between Public Health, agencies and the public.
2. Develops marketing campaigns for services and programs of Public Health.
3. Complies with the Public Health's continuous quality improvement (CQI) policy and plan, actively participates in the quality improvement plan and coordinates the CQI committee meetings

4. Acts as Accreditation Coordinator for Public Health, including managing and coordinating the accreditation process from early preparation for accreditation, through the accreditation decision process and post accreditation.
5. Emergency Preparedness Activities as required.
6. Serves on various committees with representatives of community agencies to ensure the health needs of the community are met.
7. Maintains knowledge of legislative and regulatory developments, new administrative techniques, and current issues through continued education and professional growth.
8. Researches, analyzes data and prepares reports, materials, literature, statistics and other resources for public health.

Competencies

Competencies are listed below. Detailed descriptions of these competency levels is available in the Performance Expectations and Development Guide (pages 32-42) available on the internet. [Click here.](#)

Reference the Core Competency Expectation Level stated on page one of this job description. Variances from the Performance Expectations and Development Guide are listed below.

- Customer Focus
- Teamwork
- Employee Engagement
- Process Focus
- Financial Resources
- Goal/Results Oriented
- Communication
- Leadership & Influence
- Decision Making & Judgement
- Analysis & Problem Solving

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 public health, health education or related field
- 2. One (1) year of experience in public health.

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 _____