



Cayuga County Department of Human Resources and Civil Service Commission

JOB SPECIFICATION

Civil Service Title: **Director of Health Education & Public Information**
Jurisdictional Class: Competitive
Civil Division: Public Health Department
Adoption: CSM 2/22/23
Revised: CSM

DISTINGUISHING FEATURES OF THE CLASS:

This is a professional administrative position with responsibility to assist the Department in the planning, organization, directing and supervision of the public health programs in Cayuga County. The work is performed in accordance with applicable New York State and local health laws, rules, ordinances and regulations and with the policies and objectives of the Cayuga County Health Department as outlined by the Director of Public Health. Involvement will be exercised over diverse service programs involving several employees. Administrative direction is received from the Director of Public Health and/or Deputy Director of Health Services in areas of policy implementation, and the review and approval of recommendation and implementation of the same. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

Works closely with various public and private health agencies within the local and state community to communicate and accomplish program initiatives;
Provides information for press releases and acts as liaison for public communication functions as directed by the Public Health Director and/or Deputy Director;
May serve as Public Information Officer for department when circumstances require;
Acts as liaison to the community for programs within the Health Department to collaborate on existing services and respond to new community health needs;
Supervision over delivery of health education programs to various groups and populations;
Makes recommendations towards development of local program policies and procedures;
Writes and administers grants as requested to acquire supplementary funds to carry out public health initiatives;
May oversee numerous grant funded program deliverables, reports and evaluations;
Develops and coordinates community health education programs and outreach activities;
Identifies, secures and coordinates community health education initiatives;
Initiates community programs that support public relations and marketing efforts;
Designs communication plans for community based initiatives;
Develops budget for community based initiatives in conjunction with Deputy Director and/or Public Health Director;
Conducts periodic needs assessments in conjunction with other divisions and county departments to support community health education;
Serves as facilitator to provide the public with available health resources and current health information;
Plans, implements and evaluates health and wellness promotion and education programs within school districts, community groups and organizations;
Evaluates efficacy of Department provided community health education programs;
Coordinate student intern opportunities;
Supports Public Health Director and/or Deputy Director with coordination of appropriate staff to ensure compliance with community health requirements of the New York State Department of Health and other regulatory agencies;

TYPICAL WORK ACTIVITIES: (Illustrative Only) (continued)

Develops informational and educational materials for conferences, seminars, trainings and meetings;

Maintains records; provides comprehensive reports as requested and required;

Utilizes appropriate methods for interacting effectively and professionally with persons of all ages and from diverse cultural, socioeconomic, educational, racial, and ethnic backgrounds, sexual orientations, lifestyles and physical abilities.

Participates in public health preparedness activities as requested or required;

Does other related tasks as assigned

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles and practices of public health education and administration;

Thorough knowledge of current public health problems, issues, diseases and public health factors in the community;

Good knowledge of the principles and techniques of administrative supervision;

Ability to communicate and address groups orally and in writing;

Excellent ability to prepare written health education materials;

Thorough knowledge of the community's health resources;

Ability to deal effectively with community groups, other health organizations, physicians, civic groups, etc. to discuss, research or implement community public health services or other issues of concern;

Ability to plan, assign, evaluate and supervise the work of others.

MINIMUM QUALIFICATIONS:

(A) graduation from a regionally accredited or New York State registered college or university with a Master's Degree and 2 years of community education, public relations/outreach experience and 1 year of supervisory experience **OR**

(B) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree and 3 years of community education, public relations/outreach experience and 1 year of supervisory experience; **OR**

(C) An equivalent combination of training and experience as defined by the limits of A and B

Verifiable part-time and/or volunteer experience will be pro-rated toward meeting the experience requirements

SPECIAL REQUIREMENT(S):

Certain assignments made to employees in this class will require reasonable access to transportation to meet field work requirements made in the ordinary course of business in a timely and efficient manner.

Operation of county-owned vehicles requires employees to possess a current valid New York State Motor Vehicle operator's license.