

Licking County Health Department

Job Description

Job Title: Public Information and Community Engagement Officer

Department: Administrative Services

Reports to: Planning and Preparedness Mgr.

Pay Grade:

FLSA Status: Non-Exempt

Prepared By: Health Commissioner

Employment: 37.5 hrs/week

Regular Hours: 8:00 AM – 4:30 PM (Varies)

Prepared Date: 03/17/2016

Summary

Under the administrative direction of the Planning and Preparedness Manager, Deputy Health Commissioner and Health Commissioner, engages in promoting or creating an intended public image and information for individuals, groups, or organizations. May write or select material for release to various communications media. Coordinates volunteer recruitment and community engagement. Participates in emergency preparedness and response activities.

Essential Functions, Duties and Responsibilities (includes the following. Other duties may be assigned)

- Respond to requests for information from the media or designate an appropriate spokesperson or information source.
- Study the objectives, promotional policies, or needs of the organization to develop public relations strategies that will influence public opinion or promote ideas, initiatives, or services.
- Establish or maintain cooperative relationships with representatives of the media, community, stakeholders, or public interest groups.
- Promotes community and stakeholder engagement.
- Prepare or edit organizational publications for internal and external audiences, including newsletters, social media, website, email, and press releases.
- Coach employees in effective communication with the public or with media.
- Coordinate production of advertisements or promotions.
- Confer with managers to identify trends or concerns or to provide advice on communications strategies decisions.
- Arrange public appearances, lectures, contests, or exhibits to increase public awareness or to promote goodwill.
- Participates in emergency planning, exercises, and responses.
- Maintain websites and social media pages.
- Coordinate student and volunteer recruitment and assignments.
- Participate in Accreditation and Quality Improvement activities.
- Other duties and special projects as assigned.
- Meets all job safety requirements and all applicable OSHA safety standards that pertain to the essential functions of the position and all agency safety procedures.
- Remains informed of current developments and procedures pertinent to duties; may be required to attend seminars/training.
- Demonstrates regular and predictable attendance.

Tools used in this occupation:

Desktop computers

- Computer laser printers and Photocopiers
- Notebook computers — Laptop computers

- Special purpose telephones — Multi-line telephone systems

Technology used in this occupation:

- Data base user interface and query software — Google+; LinkedIn; Facebook; Twitter; YouTube
- Document management software — Adobe Systems Adobe Acrobat software; Microsoft Office Suite (Word, Excel, Access, Publisher, Outlook, Power Point)
- Graphics or photo imaging software — Adobe Systems Adobe Photoshop software; Paint.net
- Web page creation and editing software — Blogging software; Website management software
- Web platform development software — Cascading Style Sheets CSS; Hypertext markup language HTML; JavaScript

Knowledge

Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Computers and Electronics — Knowledge of computer hardware and software, including applications and programming.

Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

Skills

Speaking — Talking to others to convey information effectively.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Writing — Communicating effectively in writing as appropriate for the needs of the audience.

Coordination — Adjusting actions in relation to others' actions.

Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.

Time Management — Managing one's own time and the time of others.

Complex Problem Solving — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Abilities

Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.

Oral Expression — The ability to communicate information and ideas in speaking so others will understand.

Written Expression — The ability to communicate information and ideas in writing so others will understand.

Written Comprehension — The ability to read and understand information and ideas presented in writing.

Speech Clarity — The ability to speak clearly so others can understand you.

Speech Recognition — The ability to identify and understand the speech of another person.

Deductive Reasoning — The ability to apply general rules to specific problems to produce answers that make sense.

Near Vision — The ability to see details at close range (within a few feet of the observer).

Problem Sensitivity — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.

Inductive Reasoning — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).

Work Activities

Communicating with Persons Outside Organization — Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.

Getting Information — Observing, receiving, and otherwise obtaining information from all relevant sources.

Communicating with Supervisors, Peers, or Subordinates — Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.

Organizing, Planning, and Prioritizing Work — Developing specific goals and plans to prioritize, organize, and accomplish your work.

Establishing and Maintaining Interpersonal Relationships — Developing constructive and cooperative working relationships with others, and maintaining them over time.

Updating and Using Relevant Knowledge — Keeping up-to-date technically and applying new knowledge to your job.

Interacting With Computers — Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.

Scheduling Work and Activities — Scheduling events, programs, and activities, as well as the work of others.

Thinking Creatively — Developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions.

Developing Objectives and Strategies — Establishing long-range objectives and specifying the strategies and actions to achieve them.

Work Context/Environment/Physical Demands

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. (Higher numbers indicate higher frequency)

Indoors, Environmentally Controlled, Smoke-Free environment – LCHD is a smoke free building, employees are prohibited from using nicotine containing products anywhere on the property. Most time is spent sitting; however, mobility to access records, attend meetings, and operate equipment is required.

Frequent telephone conversations, face to face discussions, and contact with others.

EDUCATION and/or EXPERIENCE

Completion of Bachelor’s Degree in Communications, Health Promotion, Public Health or related course of study or equivalent combination of training and/or experience.

Training in Emergency Preparedness to be completed upon hiring.

Certificates, Licenses, Registrations

None

SUPERVISORY RESPONSIBILITIES

May supervise volunteers and interns or other staff as assigned.

This position description in no manner states or implies that these are the only duties and responsibilities to be performed by the position incumbent. My (the employee’s) signature below signifies that I have reviewed and understand the contents of my position description.

Agency Representative

Date

Employee Signature

Date
