

GENESEE COUNTY

DIRECTOR OF HEALTH PROMOTION

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for the Department's development, coordination, implementation and evaluation of community based educational programs to meet public health needs utilizing the concepts of prevention and communication including public information, referral, community education and outreach. The incumbent applies the principles of behavioral sciences in public health programs to foster the voluntary adaptation of behavior and environmental change to improve or maintain health. The work includes a focus on population health that may include multiple health issues. This position serves as the Public Information Officer for the Health Department. The work is performed under general supervision of the Public Health Director with leeway allowed for the use of independent judgment in carrying out the details of the work. Supervision may be exercised over Public Health Educators, the Healthy Neighborhoods Program and/or other related staff. The incumbent will perform all related duties as required.

TYPICAL WORK ACTIVITIES:

Assists in directing, planning, and evaluating community based public health education programs; Applies policy concepts to use in a variety of community sectors regarding specific health topics;

Coordinates public health education programs/activities with Health Department Divisions and provides training to Health Department staff;

Coordinates community outreach and educational services regarding positive health behaviors, environmental change and reducing chronic disease risk factors;

Develops and supports Department-wide public health detailing activities;

Keeps abreast of current legislation and its impacts on the Department;

Develops public health educational materials including social media, websites, pamphlets, posters, exhibits, power point, and audiovisual presentations;

Researches and identifies evidence based programs and best practices to be used in a variety of community sectors;

Coordinates outreach efforts for better utilization of existing health services;

Applies and assists in the development and implementation of program evaluation tools conducted in the local community to determine effectiveness;

Works closely with community partners for distribution and use of information regarding state and local products/programs for public use;

Compiles required New York State Department of Health program reports and prepares a variety of records and correspondence related to the work including the community Health assessment and Community Health Improvement Plan;

May supervise the work of Public Health Educators, Healthy Neighborhoods staff and/or other related staff;

Represents the Genesee County Health Department on community based committees and other health related organization boards as required and reports back to the Public Health Director and other Department staff;

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Prepares and reviews press releases and responds to media requests with direction from the Public Health Director;

Develops and monitors program goals and objectives, compiles and analyzes data and completes all required paperwork and reports;

Participates in training for Incident Command System, emergency response and drills, and responds to community emergencies/disasters as part of the public health response requirements;

Participates in leadership activities including orientation of new staff and participates in teams addressing work improvement projects.

The above examples of duties are intended only as illustrations of the various types of work performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND/OR PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles, practices, and techniques of public health education and program management; Thorough knowledge of educational techniques, public relations, and methods of communication; Thorough knowledge of the nature and functions of community agencies which may contribute to, or benefit by, a public health education program; Good knowledge of data collection procedures and ability to survey public health education needs; Good knowledge of media campaign development, message design and social marketing; Ability to organize and direct the activities of others; Ability to establish and maintain effective relations with community agencies and people with a diverse cultural, economic, and social backgrounds; Ability to communicate effectively, both orally and in writing; Ability to work within a budget, maintain day-to-day fiscal management of a program, and understand and complete financial billing processes necessary for reimbursement; Ability to use technology for accurate, efficient, secure data management and communication; Ability to prepare reports and grant applications.

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.

The noise level in the work environment is usually moderate.

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MINIMUM QUALIFICATIONS: Graduation from high school or possession of an appropriate equivalency diploma recognized by the NYS Department of Education, **AND EITHER:**

- A. Possession of a Master's degree in Public Health or Health Science or related health field AND one (1) year of full-time, paid experience in health education

OR:

- B. Possession of a Bachelor's degree in Public Health, Health Science or related health field AND three (3) years' experience in health education

NOTE: Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

All qualified applicants will be afforded equal employment opportunities without discrimination because of race, creed, color, national origin, sex, age, disability or marital status.