



## CLASS SPECIFICATION

Class Code: 60017701  
Date Established: 07/2014  
Last Reviewed: 08/2022  
Last Revised: 08/2022  
Last Title Change:  
FLSA: exempt  
Probation: 12 months

### **PUBLIC HEALTH COMMUNICATIONS PROGRAM MANAGER**

#### **DEFINITION**

Under general direction of the Health Officer, develop, manage, coordinate and promote public health communications, marketing, advertising, and information programs, crisis emergency and risk communication strategies; and performs related work as required.

#### **EXPERIENCE AND TRAINING REQUIREMENTS**

A bachelor's degree from an accredited college or university in journalism, broadcast, public health, public administration or a closely related field, AND three years of increasingly responsible health crisis and risk communications program or project management experience in a public relations, marketing, journalism, communications, media coverage or closely related field; OR an equivalent combination of training and experience.

#### **LICENSE OR CERTIFICATE**

A valid driver's license is required at the time of appointment.

Certification in ICS 300/400 training is required within one year of date of appointment.

#### **SUPERVISION EXERCISED**

Exercises direct supervision.

**EXAMPLES OF DUTIES** *(The following is used as a partial description and is not restrictive as to duties required.)*

Serve as spokesperson and primary resource for information regarding public health information; respond to inquiries from staff, media, community leaders and the public.

Coordinate issue management plans and strategies, to include defining the audience, writing issue statements, releases and public service announcements.

Coordinate with Health District and County management to effectively communicate items of public interest.

Supervise assigned staff, which includes participating in staff selection; providing training in proper work methods and techniques; assigning and reviewing work; conducting performance evaluations; implementing discipline and conflict resolution procedures when necessary.

Promote Public Health CERC best practices when working with other local, state, regional, federal and international agencies.

Develop, update and maintain the Health District Public Information and Communications (PIC) Plan.

Arrange press conferences and authorize appearances or press statements from staff members by providing staff with guidelines and strategies to present message/information/issues properly.

Foster public/media relations by notifying the media of newsworthy events, providing pertinent information in a timely manner and discussing potential articles or radio/TV stories and website postings, such as blogs and other social media distributions.

Create a variety of informational and educational collateral including: press releases, media advisories, fact sheets, speeches, program brands and campaigns, newspapers, newsletters, posters, brochures, surveys, forms, incentive items, audio and video productions, websites and web pop ups, special event booths and displays.

Plan and coordinate lectures, film programs and public forum programs to create a better understanding of Health District programs, services, policies and projects.

Educate staff, and other partners and stakeholders in public health communications, media interviews, and crisis emergency risk communication practices and procedures

Edit periodic news bulletins, newsletters and similar publications, selecting materials to be included; proofread and rewrite work from others to ensure accuracy, completeness and readability; perform layout and design and/or meet with graphic artists and printers to arrange for and coordinate their services.

Collaborate with County departments and public and private community agencies to expand the scope and reach of public health programs and services, and to promote and improve the health and well being of the community. Represent the agency on community boards and committees to acquire and provide information on projects, programs and activities of the Health District and the community.

Assist the District Health Officer with special projects or initiatives. Coordinate and manage special projects, assignments and activities; collect, compile, analyze and monitor progress; present findings to management, identify alternatives and make recommendations.

Appear before special interest groups and community organizations, attend board and commission meetings to present programs or materials dealing with Health District activities; attend meetings to build agency morale and community support.

Initiate, maintain and update a variety of resource materials, files and records, including news archives of background information related to area of assignment.

Take photographs, operate video cameras and maintain audio/visual equipment and supplies.

## **JOB RELATED AND ESSENTIAL QUALIFICATIONS**

**Full Performance** *(These may be acquired on the job and are needed to perform the work assigned.)*

### **Knowledge of:**

Organizational structure of the Washoe County Health District and Washoe County as it relates to programs and activities of assigned area(s).

Government process as it relates to composition of the Washoe County District Board of Health, the interlocal agreement and area(s) of assignment.

Departmental policies, practices and procedures, including protocol.

Media resources and other forms of public outreach available in the community.

Department of Homeland Security, FEMA, NIMS, ICS structure.

Centers for Disease Control Crisis and Emergency Risk Communication standards.

Management information systems and software programs used in the assigned area.

Terms and acronyms commonly used in the assigned function.

Public relations practices and strategic program development.

Methods and techniques of video and audio production, including public access television/cable.

Budget process and funding sources.

**Ability to:**

Develop comprehensive public relations and public information programs for area(s) of assignment.

Develop and maintain cooperative and productive working relationships with local media and key figures in community groups and agency programs.

Disseminate information to and develop good working relationships with government officials, local news media, special interest groups and the general public.

Evaluate information/situations, formulate promotional or public relations strategies and make recommendations for media access and appropriate message.

Ability to activate and coordinate a Joint Information Center (JIC).

**Entry Level** *(Applicants will be screened for possession of these through written, oral, performance or other evaluation methods.)*

**Knowledge of:**

Components of a public relations program including media relations and news media related activities.

Promotional techniques and marketing methods, including publicity materials appropriate to TV, print, radio and other outlets.

Methods for developing and presenting public information programs.

Copy writing, editing, layout, photography and graphics/design.

Medical, environmental, scientific and response terminology and protocol.

Principles of general management, supervision, employee evaluation, and training.

**Ability to:**

Evaluate information/situations, formulate promotional or public relations strategies and make recommendations for media access and appropriate message.

Select, supervise and evaluate the performance of assigned staff.

Plan and coordinate all components of public information, education and promotional activities.

Write materials appropriate for a variety of venues, such as speeches, brochures, news releases, fact sheets, public service announcements, news or special interest articles.

Make effective visual and oral presentations in front of individuals and groups.

Interview and create rapport with interview subjects.

Analyze the news value of events.

Prepare rough illustrations and diagrams for layout purposes.

Interpret and apply regulations, policies, and procedures.

Plan and organize work to meet schedules and timelines.

Use a personal computer and a variety of software packages, including desktop publishing.

Establish, foster, and maintain effective working relationships with those contacted in the course of work.

**SPECIAL REQUIREMENTS** (*Essential duties require the following physical skills and work environment.*)

Ability to work in a standard office environment. Ability to lift and move objects weighing up to 25 lbs. Ability to use cameras, video cameras, projectors, audio/video equipment, computers, telephones, printers, copiers and FAX machines.

*This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards.*