

DIRECTOR OF COMMUNITY HEALTH RELATIONS

DISTINGUISHING FEATURES OF THE CLASS: The work involves responsibilities for planning, organizing, and supervising staff in special programs related to community health education. The incumbent is responsible for disseminating public health information for the purpose of improving and maintaining personal and community health. The work also includes organizing and/or chairing community coalitions that address critical public health and mental health issues. This is work primarily of an educational, research, public relations and community engagement nature and consists of organizing programs, responding to professional and lay inquiries, supervising the preparation and utilization of educational and publicity materials to assure public cooperation and support in the attainment of public health program objectives, overseeing the collection and analysis of population health and mental health data and statistics derived from a broad spectrum of local, state, national, academic and nonprofit sources, researching appropriate available grant funds and the sources of such funds, writing and preparing grant applications, and the coordination of these grants to fund these special programs. Work is carried out according to grant guidelines and county and state regulations. Work is performed under the general supervision of the Commissioner of Health with leeway allowed for exercise of independent judgment in developing these special programs. General supervision is exercised over the staff assigned to these special programs. Does related work as required.

TYPICAL WORK ACTIVITIES: The typical work activities listed below, while providing representative examples of the variety of work assignments in the title, do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.

Determines the nature and method of presentation of public health information required to increase the understanding of the public about key public health concerns;

Assists in the development, administration, and evaluation of the effectiveness of the public health education service in relation to the overall public health program;

Oversees the ongoing collection and analysis of population health and mental health data and statistics derived from a broad spectrum of local, state, national, academic and nonprofit sources;

Oversees the development of mandatory ongoing Community Health Assessments, and the creation of a periodic Community Health Improvement Plan, designed to address gaps and disparities in health and mental health outcomes, with recommended interventions;

Prepares educational materials, news and radio releases, media campaigns on all media platforms and other publicity materials dealing with public health educational programs, with an emphasis on prevention;

Presents public health educational programs to various community agencies and responds to inquiries about public health issues from professionals and the public;

Develops and prepares applications for grant funding in accordance with state and county regulations and directives for health-related programs and oversees the execution of grant deliverables;

Maintains data and prepares reports regarding the status and effectiveness of the public health education program and interventions;

Prepares audio-visual aides for training health department staff and for presentation to community groups;

Develops annual organizational plans including goals, objectives, and staffing requirements for grant funded special programs;

Organizes and/or chairs community coalitions that address critical public health and mental health issues;

Supervises staff in administrating the provision of services under community health programs;

Establishes and maintains a close working relationship with a wide array of private and public organizations serving clients who potentially could benefit from community health programs;

Assists community action groups in program promotions;

May stand in for the Commissioner of Health in public speaking engagements and press events.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Thorough knowledge of public relations techniques; thorough knowledge and skill, in the application of the basic principles, practices and techniques utilized to educate the public; good knowledge of the mechanics of planning and conducting seminars and workshops; good knowledge of the principles and practices of community organizations and work groups; good knowledge of services available through state and local agencies; working knowledge of layout and design for preparation of newsletters, pamphlets, brochures, electronic, digital and social media, and other literature/marketing tools; ability to plan and supervise the work of others; ability to prepare, coordinate and present informative talks on health issues; ability to understand and disseminate complex written material; ability to communicate effectively both orally and in writing; ability to establish and maintain effective working relationships with others; strong organizational ability; initiative; resourcefulness; tact.

MINIMUM QUALIFICATIONS: Either:

- A. Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Master's Degree in Health Education, Marketing, Public Relations or closely related field in health education or public relations and two (2) years of experience in developing and disseminating public information; **OR**

- B. Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree in Health Education, Marketing, Public Relations or closely related field in health education or public relations and four (4) years of experience in developing and disseminating public information; **OR**
- C. Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with an Associate's Degree in Health Education, Marketing, Public Relations or closely related field in health education or public relations and six (6) years of experience in developing and disseminating public information; **OR**
- D. Graduation from high school or possession of a high school equivalency diploma and eight (8) years of experience in developing and disseminating public information.

SPECIAL REQUIREMENT: Possession of a valid New York State driver's license.

ULSTER COUNTY
2549 DIR CH REL
Classification: Non-Competitive
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Adopted: April 6, 2010
Revised: September 12, 2019