

PUBLIC HEALTH EDUCATION ASSISTANT

DISTINGUISHING FEATURES OF THE CLASS: An employee in this class assists in community public relations and marketing activities designed to increase public awareness regarding the resources and services available through the Ulster County Health Department, New York State Department of Health, and other health services available in the community. The work is performed under the general supervision of a higher level employee in this field. Some leeway is allowed for the exercise of independent judgment and initiative in carrying out the duties of the position. 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 may perform some or all of the following, as well as other related activities not described.

Assists in the development and implementation of a public relations program;

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

Participates in the performance of marketing functions in relation to all health department activities;

Assists with the development and preparation of applications for grant funding in accordance with County and State regulations and directives for various health related programs;

Assists community action groups in program promotions;

Assists in the identification of training needs for employees, other agencies and the general public;

Assists in the preparation of educational materials, news and radio releases and other publicity and informational materials dealing with public health educational programs;

Maintains data and assists in the preparation of reports relative to program activities, goals, and objectives of the public health education program;

Prepares audio-visual aides for presentations to public groups;

May attend conferences, coalitions and related work group meetings as directed;

May present public health educational programs to various community agencies;

May respond to inquiries on public health issues.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND

PERSONAL CHARACTERISTICS: Good knowledge of public relations techniques; working knowledge and skill in the application of the basic principles, practices and techniques utilized to educate the public; working knowledge of public health administration and public health law; working knowledge of employee training techniques; working knowledge of the principles and practices of community organizations and work groups; working knowledge of services available through state and local agencies; ability to acquire a knowledge of layout and design for preparation of newsletters, pamphlets, brochures and other literature; ability to prepare, coordinate and present informative talks on health issues; 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; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either:

- A. Possession of a Bachelor's in Public Health, Health Education or closely related field from a regionally accredited or New York State registered college or university; **OR**
- B. Possession of an Associates Degree in Nursing or closely related field from a regionally accredited or New York State registered college or university and two (2) years of experience in the field of health education for a public health department or agency.

NOTE: Up to two (2) years of experience as a Public Health Nurse will be considered as qualifying for the experience in the field of health education.

Special Requirement: At time of appointment and throughout employment in this title, candidates must possess a valid New York State driver's license.

ULSTER COUNTY
5226 PH ED AST
Classification: Competitive
Grade: 12
Union: CSEA

Adopted: October 16, 2001