

PUBLIC HEALTH EDUCATION COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: An employee in this class engages 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 employee has responsibility for organizing and implementing the dissemination of information pertaining to health problems, issues and solutions. The work is performed under the general supervision of the Public Health Director with leeway allowed for the exercise of independent judgment and initiative in carrying out the duties of the position. Supervision may be exercised over the work of others. 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.

Develops and implements a public relations program;

Develops and evaluates the effectiveness of the public health education services provided in relation to the overall public health program;

Performs marketing functions in relation to all health department activities;

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

Coordinates and conducts presentations on health matters for the public, special target groups, lay and professional groups;

Organizes and implements the dissemination of information in all program areas;

Identifies training needs and designs training programs for employees, other agencies and the general public;

Assists community action groups in program promotions;

Attends conferences, coalitions and related work group meetings as directed;

Prepares 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;

Responds to inquiries on public health issues.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Thorough knowledge of public relations techniques; good knowledge

and skill, in the application of the basic principles, practices and techniques utilized to educate the public; good knowledge of public health administration and public health law; good knowledge of the principles and practices of community organizations and work groups; good knowledge of employee training techniques; good knowledge of services available through state and local agencies; working knowledge of layout and design for preparation of newsletters, pamphlets, brochures and other literature; 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; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either:

- A. Possession of a Masters Degree 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 a Bachelors Degree in Public Health, Health Education 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. **OR**
- C. Possession of an Associates Degree in Nursing or closely related field from a regionally accredited or New York State registered college or university and four (4) 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
5230 PH ED CD
Classification: Competitive
Grade: 16
Union: CSEA

Revised: May 30, 1995
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