

Director of Health Promotion Tompkins County

Department: Whole Health Department
Classification: Competitive
Labor Grade: 16
Approved: Bd. Res. #362, 12/21/1993
Revised: 7/98; 5/10; 9/16; 4/24
By: HB, Deputy Commissioner of Human Resources
BBP Risk Factor: No risk.

MINIMUM QUALIFICATIONS:

- a) Graduation from a regionally accredited or New York State registered college or university with a Master's Degree in public health or health education **AND** one (1) year of experience in health education; **OR**
- b) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in health education, health science, public health, health promotion, community health, or health communications **AND** two (2) years experience in health education; **OR**
- c) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in education, nursing, epidemiology, wellness and fitness, nutrition, or in a health-related field **AND** three (3) years of experience in health education; **OR**
- d) Any combination of education and experience equal to or greater than that defined in (a), (b), or (c) above. Tompkins County is Committed to Equity and Inclusion. We encourage those with similar values to apply.

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 and Mental Health Departments. 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 Tompkins 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;
- 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.

KNOWLEDGE, SKILLS, ABILITIES & 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.

PHYSICAL, MENTAL, AND ENVIRONMENTAL DEMANDS:

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit, use hands to keyboard, handle, or feel objects, manipulate tools, or controls, and reach with hands and arms. The employee is required to see, walk, talk and hear. The employee must occasionally lift and/or move up to 10 pounds but for the most part, physical effort is minimal. Due to extensive computer usage, the job requires considerable visual effort. Vision abilities required by this job include close vision and the ability to adjust focus to a mid-range. The employee's physical and mental condition shall be commensurate with demands of the position, either with or without reasonable accommodation. Psychological demands are considerable for this position. Considerable interpersonal skills are necessary in order to create connections, obtain buy-in, cooperation and coordinate community outreach and educational services. Internal contacts will be with department heads and hiring managers throughout the organization and will require professional collaboration on overlapping work projects and issues. External contacts are with professional associates, liaisons, community groups and involve the development of professional networks and the successful implementation of health promotion programs. The work environment has minimal exposure to disagreeable conditions. The incumbent will perform all related duties as required.

Originally created 12/21/2003

Title change only from Health Education/Promotion Director effective 05/16/2010. Title change from Director – Health Promotion Program 09/22/2016.

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