

# **TOBACCO PROGRAM EDUCATION COORDINATOR**

## **Tompkins County**

**Department:** Health Department  
**Classification:** Competitive  
**Labor Grade:** J (10)  
**Approved:** 0  
**Revised:** 02/13  
**By:** AF, Commissioner of Personnel

### **MINIMUM QUALIFICATIONS:**

- (a) Graduation from a regionally accredited or New York State registered college or university with a bachelor's degree in community or public health, public relations/communication, marketing or a closely related field and one year of full-time paid (or the equivalent part-time and/or volunteer) experience in community or public health, public relations/communication, or marketing; OR
- (b) Graduation from a regionally accredited or New York State registered college with an associate's degree in public relations/communications, marketing, community or public health or a closely related field AND three years of full-time paid (or the equivalent part-time and/or volunteer) experience in community or public health, public relations/communication, or marketing; OR
- (c) Any combination of training and experience equal to or greater than that specified in (a) and (b) above.

Tompkins County is Committed to Equity and Inclusion. We encourage those with similar values to apply.

### **DISTINGUISHING FEATURES OF THE CLASS:**

This position requires the incumbent to have education, public relations and/or outreach coordinator capabilities and some degree of working knowledge of tobacco use and its effect on individuals and the health of the public. The prime responsibilities of this position involve planning and implementing a public outreach program and disseminating information on events and initiatives. This position requires the interpretation and evaluation of environmental and policy changes and guidelines related to tobacco control. The incumbent has considerable contact with the public, builds awareness of and advocates for tobacco control policies and helps gain support for services and programs. An employee in this class will work closely with and under the guidance of a Planner/Evaluator to develop outreach strategies and presentations to community and youth groups and organizations and policy makers. The work is performed under the direct supervision of the Director of the Health Promotion Program and under the general supervision of the Director of Patient Services. The incumbent will perform all related duties as required.

### **TYPICAL WORK ACTIVITIES:**

Educate policymakers on tobacco control on environmental and policy changes related to tobacco control;  
Engage diverse groups to advocate for policy changes related to tobacco control;  
Develop outreach materials and make presentations to build awareness and grass root support for policies related to tobacco control;  
Coordinates education and outreach efforts with community, county, regional and state partners;  
Develops and updates displays and information/education materials for presentations and outreach initiatives related to tobacco control program objectives;  
Develops public outreach programs including but not limited to periodic press events and recognition events related to tobacco control program grant objectives;  
Writes and disseminates news releases/public service announcements as they apply to the tobacco control program objectives and initiatives;  
Organizes and maintains a record of paid and unpaid media coverage related to the tobacco control program and tobacco control policies;

### **KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Working knowledge of the principles and practices of public or community health;  
Working knowledge of Microsoft Office;

Good verbal and interpersonal communication skills;  
Good organization and time management skills;  
Ability to develop and present appropriate educational and awareness programs for various target groups consistent with tobacco grant objectives and directives;  
Ability to persuade, motivate or influence others regarding tobacco control policies, at times under tense conditions;  
Ability to compile data and prepare a variety of written documents;  
Ability to change work focus readily and easily;  
Ability to convey enthusiasm and build awareness regarding the importance of tobacco control policies to protect individual and the public's health;  
Ability to work in a team environment;  
Ability to select media and communications appropriate for selected targeted audiences;  
Ability to develop and or implement strategic communications outreach;  
Persistence in achieving grant objectives regarding tobacco control policies;

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