

Jurisdictional Class: Competitive
Adopted: February 11, 1998
Revised: July 29, 2010

COORDINATOR OF PUBLIC HEALTH EDUCATION

DISTINGUISHING FEATURES OF THE CLASS: This is a managerial position involving responsibility for managing, coordinating, planning, developing, organizing, implementing, and evaluating a variety of health programs and services to meet public health needs. The work involves grant writing and implementation of programs resulting from receipt of such grants. The work also involves the coordination of media to facilitate the promotion of services/activities/programs provided by the entire Health Department. The work is performed under the general supervision of the Director of Public Health with considerable leeway allowed for the use of independent judgment in carrying out the details of the work. Supervision is exercised over Principal Public Health Educators, Senior Public Health Educators, Public Health Educators, and subordinate personnel working within the health education program/section. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

Functions as a primary grant writer for the department, identifying and analyzing the health needs of the community, and applying for grant monies based on such needs;
Develops program goals, objectives, related activities, budget, etc. for such grants and oversees/coordinates the new projects to ensure full implementation and/or assists in the implementation with other program managers;
Researches and advocates for best practice and evidenced based research tools and practices throughout the community to effect positive changes in the health environment;
Integrates and promotes evidenced based programs to be used in department and community sectors;
Oversees television, radio, print media, press releases, feature articles, press conferences, etc. for the promotion of services/activities throughout the whole department to increase public awareness regarding the importance of various health topics;
Serves as the media specialist and delegated spokesperson for the entire department;
Provides media training to staff for use in program promotion/education in the community;
Functions as the primary Public Information Officer in emergency situations;
Oversees the department's risk communication system and provides or facilitates training for staff to maintain adequate response capacity, and assists public health system partners in meeting these needs;
Develops, plans, directs, and evaluates public health education activities of the department;
Coordinates and acts as a catalyst for public health education programs, activities, and services with those of related agencies and community groups to increase public health awareness, positive health behaviors, and use of evidence based policies, programming, practices, and initiatives;
Oversees and develops public health educational materials such as curricula, pamphlets, posters, exhibits, and audio visual presentations;
Coordinates and develops plans for specific communities for better utilization and awareness of existing health services/programs;
Supervises personnel in the day-to-day program operations and oversees the activities of contract personnel;
Functions as a primary broker, facilitator, and ambassador for the department in working with and developing community based partnerships/committees and relationships with public health system partners/ organizations that provide key public health services and infrastructure needed to address public health priorities and needs;

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Coordinates data for all major divisions of the department to assess programs/services status and to identify programs/services direction including preparing NYSDOH required Community Health Assessment; Coordinates and prepares various reports/plans as required by NYSDOH and other reporting/oversight entities; Participates in and assures subordinate staff receive 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 and provides appropriate leadership activities including orientation of new staff and participates in and leads teams addressing work improvement projects or other special projects.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:

Comprehensive knowledge of the principles, practices, and techniques of public health education;
Comprehensive knowledge of educational techniques, public relations, and methods of communication;
Thorough knowledge of public health program administration and legislation;
Thorough knowledge of the nature and functions of community agencies which may contribute to, or benefit by, a public health education program;
Excellent communication and facilitation skills;
Excellent time management and program development skills including establishing long range goals;
Excellent ability to interpret health reports, scientific data and recommendations, and to apply to a local setting;
Good knowledge of media and marketing tools/techniques such as social marketing;
Good knowledge of research methods and data collection procedures;
Ability to work within a budget and fiscally manage/oversee programs and complete financial billing processes and reports necessary for reimbursement;
Ability to use technology for accurate, efficient, secure data management and communication;
Ability to plan, organize, and direct the work/activities of others;
Ability to assess and interpret community health needs and propose public health programs to others;
Ability to establish and maintain effective relations with community agencies and people with diverse cultural, economic, and social backgrounds;
Ability to communicate effectively and express ideals clearly both orally and in writing;
Working knowledge of public information and relations techniques;
Sound judgment;
Flexibility.

MINIMUM QUALIFICATIONS: Either:

- (a) Graduation from a regionally accredited or New York State registered college or university with a Master's Degree in public health, health education, or nutrition and three (3) years of experience in a health related field; two (2) years of which must have been in an administrative or supervisory capacity; 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, health communications, or nutrition and four (4) years of experience in a health related field; two (2) years of which must have been in an administrative or supervisory capacity; or
- (c) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in nursing or wellness and fitness and five (5) years of experience in public health or health education; two (2) years of which must have been in an administrative or supervisory capacity; or

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- (d) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in education, epidemiology, or in a health-related field and five (5) years of experience in health education; two (2) years of which must have been in an administrative or supervisory capacity; or
- (e) An equivalent combination of training and experience as outlined by the limits of (a), (b), (c), or (d) above.

SPECIAL REQUIREMENT: Certain assignments made to employees in this class will require reasonable access to transportation to meet field work requirements made in the ordinary course of business in a timely and efficient manner.