

Jurisdictional Class: Competitive
Adopted: February 26, 1987 as Coordinator of Community Health Services
August 17, 2009 as Director of Prevention Services
Revised: December 10, 2014

DIRECTOR OF HEALTH PLANNING AND PROMOTION

DISTINGUISHING FEATURES OF THE CLASS: This is a professional administrative position responsible for directing, planning, implementing, coordinating, and evaluating a variety of preventive public health programs under its jurisdiction including overall responsibility for directing health planning and promotion. This position is responsible for oversight, implementation, and resource allocation to include numerous grant-funded programs. This position has direct responsibility for all personnel under its administrative jurisdiction in order to assure safe, effective, and efficient preventive care services. The work involves responsibility and accountability for the oversight of documentation of services according to guidelines set by agency policy, legal mandates, and professional standards of practice. The work is performed under the general direction of the Director of Public Health with leeway allowed for the exercise of independent judgment in carrying out the details of the work. Supervision is exercised over the work of professional and clerical staff. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

- Directs and oversees public health planning, and promotion for preventive health programs in the department;
- Oversees assessment of the entire population to identify health needs, resources, and interventions and plans interventions and programs to impact health outcomes;
- Oversees recommended evaluations to determine the efficacy of the interventions on the health status of individuals and the populations;
- Supervises senior professional and support staff, counsels and disciplines as needed, completes and oversees required employee performance evaluations of employee performance, and completes and oversees steps toward termination as necessary;
- Develops policies and procedures for the operation of the division in accordance with New York State and Federal Regulations;
- Promotes participation in surveys, studies, and research in the field of public health;
- Develops, directs, and evaluates leadership and training programs and systems including orientation, mentoring, analysis of training needs, and development of training programs;
- Establishes and leads teams addressing work improvement and/or development of projects/programs;
- Identifies and recommends changes in operations, initiation and/or termination of programs/services based on assessment, and analysis of public health goals and community needs, applying legal, fiscal, and evidence based best practices;
- Advocates for, sets policy, and is involved with organizations that establish policy, and assists the department to receive and obtain needed operational programs, resources, and systems to benefit the patient populations and community;
- Recruits, hires, and/or negotiates contracts for qualified staff, and interprets and applies appropriate benefit/regulatory requirements;
- Develops procedures for systematic evaluation/auditing of agency programs and effectiveness of services provided;
- Develops and mobilizes community partnerships and alliances to address priority community health needs that take into account available resources and the range of the activities contributing to health and prevention of illness, injury, disability, and premature death;
- Interprets and communicates agency services and policies to the general public, recipients of services, and other health service providers and community partner organizations;

Director of Health Planning and Promotion

Collaborates intra- and inter-departmentally and with local, regional, and state partners to further the mission of the Health Department;
Writes and oversees grants for program development;
Participates in and ensures that division workforce participate in training for Incident Command System, emergency response and drills, and responds to community emergencies/disasters as part of the Public Health Response requirements;
Works with Director to establish, implement, and monitor Department's strategic plan.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:

Comprehensive knowledge of current health practices and administration, public health programs administration, health economics, and legislation;
Comprehensive knowledge of community organization;
Working knowledge of research methods;
Proficiency in analytic assessments, public health sciences, planning and leadership, management, and critical thinking skills;
Ability to plan, organize, and direct the activities of others;
Ability to describe and apply skills of core competencies within the context of the essential public health services;
Ability to interpret community health needs and propose programs to others;
Ability to plan, organize, and direct activities in accordance with NYSDOH guidance and for other applicable codes and regulations;
Ability to establish and maintain cooperative working relationships;
Ability to communicate effectively orally and in writing;
Sensitivity to individual client needs with the ability to approach situations and establish policy that take into account diversities and cultural differences;
Ability to use and request technology systems for accurate, efficient, and secure data management and communication;
Flexibility;
Sound judgment.

MINIMUM QUALIFICATIONS: Either:

- (a) Graduation from a regionally accredited or New York State registered college or university with a Master's Degree in nursing, public health, epidemiology, health education, health administration and leadership, health planning, nutrition, or a field relevant to public health and four (4) years of health-related supervisory experience; or
- (b) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in nursing, public health, epidemiology, health education, health administration, health planning, nutrition, or a field relevant to public health and six (6) years of health-related supervisory experience; or
- (c) An equivalent combination of experience and training as defined by the limits of (a) and (b) 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.