

Jurisdictional Class: Competitive
Adopted: July 29, 2010
Revised: August 13, 2019

PRINCIPAL PUBLIC HEALTH EDUCATOR

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for the planning, development, organization, coordination, provision, implementation, and evaluation of public health programs designed to prevent disease and improve the health of individuals, families, specific populations, high-risk groups in community clinics and/or community settings for the purpose of prevention and control of diseases, promotion of health, and related work. The work also involves assisting supervisor and/or management with program administration, program budget development and monitoring, performing quality improvement initiatives, and monitoring of short-term trends. This position is part of a series and functions at an advanced level with a higher degree of autonomy. Supervision may be exercised over Sr. Public Health Educators, Public Health Educators, and Public Health Nutrition Educators. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES:

Plans, directs, and evaluates community based public health education programs;
Maintains knowledge of current health and nutrition practices for evidenced based applications to community;
Shares and allocates 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 a variety of community sectors;
Exemplifies leadership and collaboration in assisting community groups and individuals to effect changes in local systems for health promotion;
Motivates leaders to implement recommended health practices;
Mobilizes community administrators and other leaders and facilitates processes to make partnerships self sustaining;
Develops policies to use in the community for a variety of health topics in a variety of community sectors;
Develops and implements evaluative components to community programs to determine outcomes and effectiveness;
Communicates effectively with a variety of agencies and organizations to assist such groups in development of policy and practice changes, through use of a broad variety of media, marketing, and presentation skills and techniques;
Provides skilled and effective presentations, workshops, and group interactions to a variety of leaders and within the public health system;
Provides supervision to subordinates providing health prevention/education related activities;
Assures all needed evaluations, reports, and data management are completed and appropriated to assure funding stream for future projects;
Communicates directly with state health department staff for designated projects, assures compliance with state mandates, and reports directly to designated program managers to assess and plan such projects, interventions, and programs;
Assists program manager(s) in grant preparation processes;
Represents Health Department at NYSDOH and national conferences, meetings, and communications;
Recommends fiscal allocations to program managers for project implementation;
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.

Principal Public Health Educator

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles, practices, and techniques of public health education and/or nutrition;
Thorough knowledge of the principles, practices, and techniques of program management;
Thorough knowledge of community structure within the public health system;
Thorough knowledge of educational techniques, public relations, and methods of communication;
Good knowledge of data collection procedures and ability to survey public health education needs;
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;
Ability to direct the work of others;
Ability to establish and maintain effective relations with community agencies and people with diverse cultural, economic, and social backgrounds;
Ability to communicate effectively, both orally and in writing;
Ability to work within a budget, fiscally manage a program(s), 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;
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 or health education and one (1) year of experience as a senior public health educator; 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 of experience as a senior public health educator; 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, or nutrition, and two (2) years of experience in health education, and two (2) years of experience as a senior public health educator; or
- (d) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in marketing, human services, social work or psychology and two (2) years of experience in health education, and two (2) years of experience as a senior public health educator.

NOTE: Verifiable part-time and/or volunteer experience may be pro-rated toward meeting full time experience requirements.

NOTE: Candidates must satisfactorily complete fifteen (15) hours of continuing education in health education related topics approved by the New York State Health Department within one (1) year of appointment.

SPECIAL REQUIREMENT: Certain assignments made to employees in the 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.

Qualifications are regulated by Part 11 of the State Sanitary Code (10 NYCRR).