

Jurisdictional Class: Competitive
Adopted: March 12, 2015
Revised:

SUPERVISING 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 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 in addition to public relations and risk communication. The work also involves assisting management with program administration, program budget development and monitoring, performing quality improvement initiatives, and monitoring of short-term trends. Supervision may be exercised over Principal Public Health Educators, Sr. Public Health Educators, Public Health Educators, Public Health Nutritionists, Public Health Nurses and subordinate personnel working within the health education program/section. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES:

Functions as one of the grant writers 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 new projects to ensure full implementation by program level staff, assisting as needed;
Plans, directs, and evaluates community based public health education programs;
Maintains knowledge of current health 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;
Assures integration of evidenced based concepts to be used in a variety of community sectors;
Oversees television, radio, print media, press releases, social media, 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 public relations/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 designated staff to maintain adequate response capacity and assists public health system partners in meeting these needs;
Provides supervision to subordinates completing day-to-day program operations, including grant work plan implementation and fiscal processes, and manages relationships with contract personnel;
Oversee the development of policies to use in the community for a variety of health indicators across community sectors;
Guides the development and implementation of evaluative components to community programs to determine outcomes and effectiveness and assists as needed;
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;

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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;
Represents Health Department within the community, at NYSDOH and national conferences, meetings, and communications;
Participates in leadership activities including orientation of new staff and participates in teams addressing work improvement projects;
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.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:

Comprehensive 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;
Thorough knowledge of public information and relations techniques;
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;
Knowledge of media and marketing tools/techniques such as social marketing;
Ability to plan, organize, and direct the work/activities 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 and express ideals clearly 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, health education, or nutrition and three (3) years of experience in public health or health education; one (1) year 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 public health or health education; one (1) year of which must have been in an administrative or supervisory capacity; or

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- (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; one (1) year of which must have been in an administrative or supervisory capacity; or
- (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; one (1) year of which must have been in an administrative or supervisory capacity; or
- (e) An equivalent combination of training and experience as defined by the limits of (a), (b), (c), or (d) above.

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.