

SHAWNEE COUNTY, KANSAS
Position Description
Intermittent - Public Relations Specialist

POSITION NUMBER: HAX024

FLSA STATUS: N

POSITION DESCRIPTION

This position supports the Shawnee County Health Department's (SCHD) communication and health promotion efforts by developing, designing, and distributing public information across print, digital, social media and community outreach platforms. Assists with the creation of educational materials, communication campaigns, media relations, and public information activities while helping ensure consistent messaging that promotes the Department's programs, services, and public health initiatives. Performs other duties as assigned. This position is supervised by the Health Promotion Coordinator.

This position is an Intermittent temporary, non-benefits eligible position. Intermittent positions are allowed to work up to 988 hours per year and may be ended prior to that without cause at Management's discretion.

WORK PERFORMED

- **25% Assists in Development of Communication Materials.** Assists in the development and distribution of Health Department communication materials including newsletters, press materials, advertisements, educational resources, and social media content.
- **25% Graphic Design and Layout of Educational and Promotional Materials.** Supports the design and formatting of print and digital materials using digital tools such as Adobe Creative Suite (InDesign, Illustrator, and Photoshop).
- **15% Social Media and Digital Communication Support.** Produces content for all social platforms; edits all content for accuracy and voice. Under the direction of the Health Promotion Coordinator, assists in maintaining the external, public-facing communication and branding in various online social media platforms for the Health Department.
- **10% Assisting with Communication Campaigns and Advertising Materials.** Assists in creating content to support communication campaigns, public health initiatives, and community outreach efforts.
- **10% Maintaining and Distributing Health Education Materials.** Supports the preparation of press materials and media communications as needed. Collaborates with internal departments and community educators to provide materials for community outreach activities and events. Assists with the maintenance and distribution of Shawnee County Health Department informational materials in the community.
- **10% Monitors Media Channels and Coverage.** Monitors various communication channels and media coverage to support consistent public messaging from the Health Department.
- **5% Maintains Print, Audio, and Video Resources.** Maintains and organizes a resource library of printed, audio, and video public health education materials.

Shawnee County Position Description

Intermittent Public Relations Specialist (HAX024)

KNOWLEDGE, ABILITIES, AND SKILLS

Knowledge of:

- Public health theory, practice and administration.
- AP-style writing.
- Interest in public health and community-based communications.
- Social Media conventions and account maintenance.

Ability to:

- Establish, develop and maintain working relationships with clients, co-workers, community agencies, professional groups and the general public.
- Communicate effectively, both orally and in writing, using the English language.
- Present information clearly and accurately before small and large audiences.
- Demonstrate initiative in planning, conducting and promoting SCHD programs and services.

Skills in:

- Demonstrated expertise in writing, graphic design, and digital communications.
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator) for layout/graphic design.
- Strong writing/editing skills.
- Experience creating content for newsletters, press materials or digital platforms.
- Experience with social media or digital communication content.
- Experience producing print and digital communication materials
- Experience with photography, video, or multimedia content creation
- Strong organizational skills and attention to detail.
- Ability to work collaboratively across departments, managing multiple assignments.

PHYSICAL REQUIREMENTS

N-Never O-Occasional (1%-33%) F-Frequent (34%-66%) C-Continuous (67%-100%)

	N	O	F	C		N	O	F	C		N	O	F	C
HANDS					BODY/TRUNK					OTHER				
Reaching		X			Sitting				X	Driving		X		
Pushing/Pulling		X			Bending		X			High Elevation	X			
Climbing	X				Reaching		X			Unprotected Heights	X			
Throwing	X				Lifting		X			Around Moving Machinery	X			
ARMS					Carrying		X			Driving Automotive Equipment		X		
Reaching		X			Jumping	X				Exposure to Dust, Gases and Fumes	X			
Lifting			X		Twisting		X			Cramped Body Position	X			
Pushing/Pulling			X		Squatting		X			Sustained Positions	X			
Carrying			X		Turning		X			Noise Levels (Excessive)	X			
Throwing	X				LEGS/FEET					Electrical Hazards	X			
EYES					Walking			X		Slippery Surfaces	X			
Near Vision			X		Standing			X		Work Above Ground	X			
Far Vision		X			Sitting				X	Work Below Ground	X			
Color Vision				X	Carrying		X			Irregular Surfaces	X			
VOICE					Climbing	X				Moving Objects	X			
Talking				X	Jumping	X				In High Volume Traffic		X		
EARS					Turning		X			Exposure to Marked Changes in				
Hearing				X	Lifting		X			Temperature and Humidity	X			

Shawnee County Position Description Intermittent Public Relations Specialist (HAX024)

EQUIPMENT USED

Personal Computers	Projectors	Video & Image Editing
Tablet Computers	Photocopiers	Software
Printers	Imaging Devices & Cameras	Multi-Line Phone System
Fax Machine	Digital Scanner	

MINIMUM QUALIFICATIONS

- High School Diploma or GED Certificate.
- Three (3) years of experience in digital communication, graphic design, or content creation.
- Valid Driver's License and able to operate a County-owned vehicle (HR-2013-2).
- Driving record that shows: No misdemeanor or felony convictions for traffic/vehicular offenses (DUI, vehicular homicide, reckless driving, hit and run, etc.) on the driving record that are less than five (5) years old; No more than two (2) at fault or chargeable accidents on their driving record that are less than five (5) years old; No more than two (2) traffic infractions (speeding, failure to yield right of way, etc.) that are less than one (1) year old.
- Required to submit two (2) writing samples (which may include but not limited to brochures, flyers, training programs, grant narratives) AND (2) select pieces from your portfolio.
-

PREFERRED QUALIFICATIONS

- Preferred Education: A Bachelor's degree or progress toward a Bachelor's degree in Public Relations, Communications, Marketing, or a closely related field. Relevant work experience, coursework, internships or a portfolio of work may be considered in lieu of professional experience for this entry-level role.
- Communication: Strong written and verbal communication skills, including the ability to write and edit content for diverse audiences and platforms.
- Technical Skills: Experience assisting with social media management and digital content development.
- Organization: Proven ability to manage multiple assignments, organize digital/physical libraries, and maintain high attention to detail.

SPECIAL REQUIREMENTS

- After a conditional offer of employment, the applicant is required to pass a pre-employment drug screen and a review of driving record.
- Required to lift up to thirty (30) pounds.
- Required to complete National Incident Management System (NIMS) 700 and Incident Command System (ICS) 100 and 200 within six (6) months of employment.

Shawnee County Position Description
Intermittent Public Relations Specialist (HAX024)

This position is an Intermittent temporary, non-benefits eligible position. Intermittent positions are allowed to work up to 988 hours per year and may be ended prior to that without cause at Management’s discretion.

This Position Description is not designed to list all tasks and responsibilities of this position. Shawnee County reserves the right to revise or change job duties as the need may arise. This Position Description does not constitute a written or implied contract of employment.

I have read and understand the duties and requirements for this position.

_____ Employee’s Signature / Printed Name	_____ Date
_____ Administering Supervisor’s Signature / Printed Name	_____ Date
_____ Appointing Authority’s Signature / Printed Name	_____ Date

Created: 07/26
Revised: 07/26