

SHAWNEE COUNTY, KANSAS
Position Description
Community Health Outreach and Planning Division Manager

POSITION NUMBER: HA1080C

FLSA STATUS: E

POSITION DESCRIPTION

Under general supervision, this unclassified position is responsible for oversight of the Community Health Outreach and Planning Division. This position also establishes and maintains community relations and communication between the public and the Shawnee County Health Department (SCHD). Periodically may work outside of typical business hours. Serves as primary contact for media and as spokesperson for SCHD. This position exercises a considerable amount of independent judgment within Department standard operating procedures and other local, state and federal contracts for the provision of services. Performs other duties as required including but not limited to serving as a member of the Health Department Management Team and participating in community collaborations. This position oversees the following program areas: Child Care Licensing, Emergency Preparedness, Environmental Health and Health Promotion. This position is supervised by the Health Department Director.

EXAMPLE OF DUTIES:

30% Division Program Oversight. Oversees and manages the operation of Community Health Outreach and Planning programs and activities that are provided internally and in the community by oral and written directives to division staff. Works cooperatively with the Director, Division Managers, Team Leaders and department staff to ensure the Community Health Outreach and Planning Division operates efficiently and cohesively with a high quality of service standards and in accomplishing the vision and mission of the Department. Assesses SCHD capacity to plan, coordinate and improve in the areas of need identified within the Community Health Needs Assessment, Community Health Improvement Plan, agency strategic plan, public health accreditation and other public health areas.

15% Supervisory Duties. Supervises staff with respect to accountability for performance and behavior including approval of absences to conform to personnel needs, discipline of employees, staff development and training, completion of performance evaluations and other personnel related functions. Participates in the hiring and promotional process. Instructs staff on proper completion of tasks. Inspects and reviews work of staff to ensure that projects are complete. Establishes work schedules and assigns work. Checks work procedures and products.

10% Media Relations, Social Media and Public Information. Guides development of multimedia presentations and prepares news releases, and annual reports. Coordinates and presents public information on services provided by the Department. Serves as the media coordinator and coordinates the development of informational programs on public health, clinical and environmental health programs. Serves as a liaison and spokesperson between the

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Department and community agencies, organizations and the media. Responsible for updating and maintaining various electronic communications including but not limited to website and various social media resources to ensure timely communication to the public. May serve as the Shawnee County Public Information Officer during emergency response.

15% Community Relations/Partnerships. Develops strategies for working successfully in multi-agency and intra-agency collaborations. Maintains community relations with other agencies, departments and organizations. Performs related duties as required in the completion of projects that are related to the public health of the community and organizational and program effectiveness. Provides technical assistance and support for the local healthcare coalition. Serves as Ex-Officio to the Public Health Technical Advisory Board.

15% Planning. Develops and implements annual and grant budgets. Develops and implements annual public relations plan in collaboration with other divisions in the Department. Develops appropriate policies and procedures and ensures their enforcement including but not limited to the Branding and Marketing Plan and Risk Communication Plan for the Department.

15% Reporting. Provides statistical data and analysis concerning Community Outreach and Planning programs and activities. Manages the Division's budget in coordination with the Director and Finance and Administrative Division Manager. Oversees and assures compliance with federal, state and local statutes, as well as grant requirements.

KNOWLEDGE, ABILITIES AND SKILLS

Knowledge of:

- Public health theory, practice and administration.
- Evidenced based public health practices and social determinants of health
- Principles of social/policy change or community change.
- Public Health Accreditation Board (PHAB) Standards and Measures
- Grant writing
- Desktop publishing in preparing promotional brochures and other informational pieces.
- The principles and methods of planning and conducting a public information and relations program.
- Developing and implementing marketing plans and techniques to promote the Agency's programs and services.
- Social media utilization for conveying of public information.
- Human resource management including hiring practices, disciplinary procedures, terminations, etc.
- Supervisory responsibilities and effective leadership skills.

Ability to:

- Understand Public Health operations, promotion and strategies.
- Have a high degree of independent judgment on developing and managing program tasks.
- Apply quality improvement techniques to specific situations.
- Prioritize and meet deadlines
- Be creative and present information clearly and accurately, in English, orally and written before staff, community stakeholders, general public and media.
- Multitask and work with a wide variety of personalities, issues, programs and ideas.

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- Establish and maintain effective working relationships with other employees, community stakeholders, general public and other County departments while maintaining deadlines and prioritizing projects.
- Write and edit various forms of promotional and informational material and develop and/or utilize other forms of media such as social media, webpages and electronic media.
- Show initiative in planning, conducting and promoting Health Department programs and services and overall Department public relations program.
- Promote agency events and activities both internally and externally to ensure maximum participation.
- Plan, organize, assign, supervise, evaluate, and direct work of staff.
- Provide leadership and direction to agency staff.

Skill in:

- Providing leadership and direction to employees.
- Communicating effectively in English both orally and in writing.
- Making effective presentations to employees, community groups, and in public forums.

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-30 lbs.	X				Around Moving Machinery	X			
ARMS					Carrying	X				Driving Automotive Equipment		X		
Reaching	X				Jumping	X				Exposure to Dust, Gases and Fumes	X			
Lifting-30 lbs.	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-30 lbs.	X				Temperature and Humidity	X			

EQUIPMENT USED

Personal Computer Cell Phone Printer Digital Camera
 Fax Machine Office Furniture Recording Equipment LCD Projector
 Multi-line Telephone Scanner

MINIMUM QUALIFICATIONS

- Bachelor’s degree from an accredited college or university in Communications, Public Relations, Public Health, Health Promotion, Health Science, Health Education or related field.

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- Three (3) years public health experience.
- Two (2) years supervisory experience.
- Required to submit three (3) writing samples (which may include samples of press releases, brochures, advertising copy, training programs).
- Valid Driver's License and able to operate a County-owned vehicle (HR-2013-2).
- 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.

SPECIAL REQUIREMENTS

- Required to pass a pre-employment physical and drug screen.
- Required to complete Federal Emergency Management Agency (FEMA) Basic Public Information Officer (PIO) training within six (6) months of employment.
- Required to complete National Incident Management System (NIMS) 700 and Incident Command System (ICS) 100-200 within six (6) months of employment.
- Required to complete Incident Command System (ICS) 300-400 within twelve (12) months of employment.
- Required to lift thirty (30) pounds.

PREFERRED SKILLS

- Experience interacting with media or in corporate communications.

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.

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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: 04/05
Revision History: 03/25