

DIRECTOR OF PUBLIC HEALTH INFORMATION

DISTINGUISHING FEATURES OF THE CLASS:

This position is responsible for public relations; the dissemination of Health Department information; oversight of the Communicable Disease Control Division and the Health Planning and Education Unit; and the coordination and facilitation of assigned county-wide projects. The incumbent performs a wide variety of communication activities such as writing articles, press releases, and speeches. Work is performed under the general supervision of the Commissioner of Health. Supervision and direction are exercised over the work of subordinate employees and project teams.

TYPICAL WORK ACTIVITIES:

1. Prepares and edits a variety of written materials such as memos, reports, fiscal analyses, press releases, public service announcements, bid specifications, contract proposals, and grant proposals;
2. Arranges and organizes conferences, meetings, and programs, including press conferences and public events;
3. Directs the administrative functions of the Communicable Disease Control Division and the Health Planning and Education Unit;
4. Participates in the resolution of operational and administrative problems within the scope of existing policies, procedures, and budgetary limitations;
5. Disseminates information via slide, film, written or oral presentations;
6. Provides review and editorial assistance to other staff in the preparation of materials that aid in the dissemination of information to the general public;
7. Responds to requests for information from news media and the public;
8. Manages and facilitates the activities of teams, committees, and groups to plan and implement projects on a departmental or county-wide basis, including related policy development;
9. May advise the Commissioner of Health on the development and dissemination of public health policy;
10. May represent the County at meetings, press conferences, public events, and negotiating sessions as assigned;
11. Does related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of English grammar and usage; thorough knowledge of the techniques required in the preparation and release of materials to news media; thorough knowledge of public relations principles and techniques; thorough knowledge of the policies and procedures of a health department and county government; good knowledge of layout and design for preparation of newsletters, pamphlets, brochures and other literature; good knowledge of computerized graphics design and desktop publishing; good knowledge of audio-visual aids and techniques for use in presentations and displays; ability to communicate effectively both orally and in writing; ability to respond to questions from the media and the general public; ability to review, analyze and report on a variety of programs and projects; ability to develop long-term and strategic plans; ability to prepare long and short-term fiscal and programmatic projections; ability to understand and carry out complex oral and written directions; ability to establish and maintain effective working relationships with others; ability to plan and supervise the work of others, including project teams; initiative; resourcefulness; tact; courtesy; physical condition commensurate with the demands of the position.

DIRECTOR OF PUBLIC HEALTH INFORMATION (Cont'd)

MINIMUM QUALIFICATIONS:

- EITHER: (A) Graduation from a regionally accredited or New York State registered college or university with a bachelor's degree and four (4) years of public relations work experience, including the preparation and presentation of visual and written communications for release through a variety of media, two (2) of which were in an administrative or supervisory capacity;
- OR: (B) Completion of sixty (60) credit hours at a regionally accredited or New York State registered college or university and six (6) years of public relations work experience, including the preparation and presentation of visual and written communications for release through a variety of media, two (2) of which were in an administrative or supervisory capacity;
- OR: (C) Graduation from high school or possession of a high school equivalency diploma and eight (8) years of work experience described in (A) and (B) above;
- OR: (D) An equivalent combination of the training and experience as outlined in (A), (B), and (C) above.

SPECIAL REQUIREMENT FOR APPOINTMENT:

Possession of a valid driver's license.

HL0107

ADOPTED: 01/01/96

REVISED: 01/01/97 12/04/03