**Job Description**

**Job Classification Department/Employee Group**

Health Communications Coordinator Health/Midmanagement

**FLSA Category Title of Immediate Supervisor**

Exempt Public Health Director

**Job Summary**

Responsible for planning, coordinating, and implementing the day-to-day and long-term communications strategy of the Health Department including media relations, public affairs, external communication, marketing, and content management.

| **Task No. Description** | |
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| 1. | Plan, organize, and implement a comprehensive externally focused communications strategy for the Health Department to keep the public and media informed of the department’s strategic initiatives, programs, and priorities. | |
| 2. | Provide collaborative support to the leadership and all program divisions in the Health Department to development and implement an effective communications, marketing, and engagement strategy to promote use of City’s public health services and programs. Collaborate with department staff to strategize, coordinate, develop, and implement marketing, communications, and community engagement plans in support of the department’s mission, goals, and initiatives. | |
| 3. | Create, manage, and implement comprehensive multimedia programming, including internet, social media platforms, website management, and other digital communication channels, for the Health Department and the Public Health Director to communicate the department’s activities and initiatives, and inform the community on topical health issues. Analyze media engagement metrics to ensure proper placement of messaging and measure its effectiveness. | |
| 4. | Research public opinion, knowledge, and perception on key health issues and engage diverse internal and external stakeholder segments to build awareness and effectively disemminate accurate and timely health information. Ensure the communication of relevant public health protection, promotion and disease prevention messages to internal and external audiences. Conceptualize and prioritize areas of opportunity to advance the Health Department’s engagement with the community. | |
| 5. | Coordinate and manage press relationships with local, regional, and national media sources. Conduct a wide range of media outreach methods including but not limited to enterprising stories for media outlets, coordination of media requests, and interview preparation. Organize, publicize, and coordinate press conferences and other media events for the Public Health Director. | |
| 6. | Develop content, messaging, and materials for press releases, media advisories, correspondence, news and feature articles, fact sheets, and other materials as assigned in support of the Health Department’s strategic initiatives and priorities. | |
| 7. | Coordinate communications strategy for special projects and events in the Health Department. | |
| 8. | May serve as a spokesperson on behalf of the Public Health Director to elected officials, other public agencies, businesses, professional and community groups, the media, and the public as assigned. | |
| 9. | Collaborate with the Communications and Marketing Division of the Innovation and Technology Department to coordinate the Health Department’s communications strategy with the rest of the City government. | |
| 10. | Perform other such duties and functions as are necessary or incidental to the proper performance of this position. | |

| **Minimum Qualifications** |
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| Graduation from an accredited college or university with a bachelor’s degree in communications, public health, public administration, journalism, or political science with management and leadership experience in communications, public relations, or public health and three (3) years’ progressively responsible experience in working both independently and collaboratively in public information and community involvement; or any such combination of education, experience, and training as may be acceptable to the hiring authority.  Strong social media skills is preferred.  Work evenings, weekends, and holidays as required. |

**Preemployment Screenings**

Preemployment screenings may include, but are not limited to, the following: criminal background, drug screen, and references.

| **Knowledge, Skills, and Abilities** |
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| Ability to think strategically and multitask; conform to shifting priorities, demands, and timelines utilizing strong analytical, communication, and problem-solving skills.  Knowledge of media organizations and related multimedia outlets including Internet, social media principles, and related applications.  Ability to network and build relationships with community leaders, members of the media, and constituents of varied backgrounds.  Knowledge of emerging trends of public relations and communications.  Ability to use Microsoft Office-based business software applications, business-specific software applications, and website/social media applications.  Knowledge of the principles and techniques of mass and targeted communication, public speaking, and marketing. |
| Knowledge and understanding of public sector organizational structure. |
| Ability to effectively prioritize and execute tasks in a high-pressure, high-expectation environment. |
| Ability to meet and communicate effectively with City Directors, elected officials, and City employees; the public, and members of the media.  Ability to resolve conflicts utilizing strong interpersonal and communication skills. |
| Knowledge of research, analysis techniques, procedures, and related reporting methods. |
| Ability to work both independently and in a team-oriented, collaborative environment.  Effective organizational skills including ability to manage multiple projects with the adaptability to meet changing priorities. |
| Ability to plan, organize, schedule, and delegate work activities. |
| Must have mobility and ability to perform field duties in various locations throughout the city. |