



WINNEBAGO COUNTY HEALTH DEPARTMENT
JOB DESCRIPTION

Job Title:	Coordinator, Communication
Center:	Administration
Reports to:	Public Health Administrator
FLSA Status:	Exempt
Grade Level:	18
Date Created/last reviewed:	9.22.2017

POSITION SUMMARY

Under the direction of the Public Health Administrator (PHA), the Communications Coordinator promotes individual and population health by leading public health information initiatives for the Health Department. This work involves conceptualizing, developing, and implementing health information and communication strategies that involve traditional print, television, and electronic media platforms. This position also serves as the Freedom of Information Act Officer.

ESSENTIAL FUNCTIONS:

Under general supervision and/or as part of various workgroups and teams, the Communication Coordinator performs the following essential functions within the framework of Winnebago County Health Department's provision of the core functions and essential services of public health:

Public Health Sciences

- Provides information to individuals, community groups, and other agencies including the general public about physical, behavioral, environmental, social economic, and other issues impacting the public's health.
- Serves as the Freedom of Information Act Officer for the Health Department.
- Coordinates and approves use of departmental branding for print and electronic communication products.
- Produces print and electronic communications for the department including news (press) releases, stories on programs/activities/people, outreach activities, and annual reports for both internal and external stakeholders.
- Develops annual calendar of promotional activities addressing public health topics.
- Oversees direction and design of the Department's publications.
- Manages the Department's electronic platforms including website and existent social media sites such as Facebook, twitter, and YouTube and emerging media.
- Organizes and conducts news conferences.

Leadership and Systems Thinking

- Promotes and facilitates the incorporation of Departmental core values and strategic initiatives into communications.

- Facilitates and implements intradepartmental communication initiatives.
- Contributes to a culture where continuous quality improvements in service and professional practice are pursued.
- Integrates system thinking into communication policies.
- Participates in department workgroups and committees that support the strategic initiatives and Community Health Improvement Plan.
- Demonstrates critical thinking and discretion in making position related decisions.
- Responds to public health emergencies, drills, and other related activities.
- Develops activities to support national public health accreditation.
- Demonstrates knowledge and complies with applicable professional practice guidelines, and any other Federal and State laws and regulations applicable to practice as a public health professional.
- Chairs/co-chairs relevant internal and external committees.

Community Dimensions of Practice

- Serves as the point of contact for public information for the Health Department and serves as the spokesperson for the Health Department and the Board of Health.
- Develops and maintains relationships with the media to convey information of public health significance.
- Serves as the representative to the regional Public Information Group for Winnebago County, Region I Health Departments and the Northern Illinois Public Health Consortium.
- Maintains visibility and credibility in the community.

Analysis and Assessment

- Develops proactive media messaging plans to address evolving public health issues.
- Participates in the community health assessment as a member of the leadership team.
- Writes and/or edits community health assessment documents.
- Assists in the effective communication of key data to the community.
- Routinely monitors media outlets and communications for appropriate response.

Policy Development and Program Planning

- Develops, organizes, and implements the health department communications plan to provide information to the public, key stakeholders, elected officials, media, Board of Health, and employees.
- Develops, maintains, and implements crisis communication plan as part of the Emergency Operations Plan (EOP).
- Develops and implements evaluation and quality improvement initiatives related to health communications.

Communication and Cultural Competency

- Ensures that public health information to help individuals and groups understand health promotion and disease prevention information, policies, regulations and local code are accurate, culturally appropriate, and delivered using a variety of approaches.
- Utilizes appropriate methods for interacting effectively and professionally with persons of all ages and from diverse cultural, socioeconomic, educational, racial, and ethnic, sexual orientations, lifestyles and physical abilities.
- Adheres to ethical principles and Winnebago County and Winnebago County Health Departments' policy including the collection, maintenance, use, and dissemination of data and information.
- Ensures that the health literacy of the community is considered throughout all communication strategies by WCHD.

Financial Planning and Management

- Contributes to the development and preparation of proposals for funding from external resources for health promotion, disease prevention, and programs.
- Collaborates in activities that contribute to the development of budgets and efficient use of resources.
- Considers return on investment for communication strategies.

Other

- Performs public health emergency response duties as assigned and consistent with training provided, in response to threats to the public's health consistent with job classification.
- Participates in Department and community emergency response training and drills.
- Assumes responsibility for own professional growth and development by pursuing education, participating in professional committees and work groups and contributing to a work environment where continual improvements in practice are pursued.
- Performs other duties as assigned consistent with job classification.

BEHAVIOR EXPECTATIONS:

- Exemplifies organizational values of integrity, trust, respect, service, quality, and teamwork.
- Promotes community involvement and public service.
- Displays a strategic and visionary outlook.
- Promotes innovation and creativity.
- Demonstrates flexibility in order to meet changing workload demands and priorities.
- Understands community dynamics and effectively operates within a public policymaking environment.
- Values diversity in the community and workplace.
- Treats others with courtesy, respect and a caring manner in all interactions.
- Continually looks for, suggests and works on better ways to conduct work.
- Promotes client rights and ensures confidentiality and privacy at all times.

- Treats each employee as an equal and valued member of the team and works cooperatively with other employees to complete work.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

Education, Licensure, Certifications, Experience

- Bachelor's degree in Communication, Public Relations, English, Journalism, or Marketing.
- Master's degree in public health or related field preferred.
- Two (2) years of experience in public relations, communications, or marketing.
- Experience in national public health accreditation (PHAB) preferred.
- Must participate in assigned trainings, including on-line training in the National Incident Management System (NIMS) offered through the Federal Emergency Management Agency to obtain the following certifications:
 - Within 6 months of employment: ICS 100, ICS 200, ICS 700, and ICS 800
 - Within 12 months of employment: ICS 300 and ICS 400
- Successful completion of WCHD HIPAA Training.
- Valid driver's license, current certificate of vehicle insurance, and access to reliable transportation to all assigned work locations.

Public Health Sciences Skills

- Knowledge of the core functions and essential services of public health.
- Knowledge of national public health accreditation standards and Illinois requirements for certified local health departments.
- Basic understanding of public health sciences including health promotion, disease prevention, epidemiology, group process, risk communications theory and technique, adult learning theory, health literacy, theory and techniques of quality management.
- Effective verbal and written communications skills including journalistic styles, print and broadcast media, punctuation, spelling.

Leadership and Systems Thinking Skills

- Proficiency in human relations, problem solving, conflict resolution, negotiation, decision making, critical, and analytical thinking skills.
- Proficiency in the development of relationships with stakeholders to foster effective communication, development of trust, and sustainable credibility.
- Knowledge of organizational structure and related governmental entities.

Community Dimensions of Practice Skills

- Proficiency in facilitating collaboration and partnerships to ensure positive relationships with stakeholders.
- Ability to prioritize community events in alignment with strategic initiatives

Analysis and Assessment Skills

- Proficiency in the identification of population health status and determinants of health and effective communication of status.
- Proficiency in adhering to and assuring ethical principles in the collection, maintenance, use, and dissemination of data and information.
- Knowledge quality improvement principles and application of public health standards to population interventions.

Policy Development and Program Planning Skills

- Knowledge of programs and services provided by the Winnebago County Health Department.
- Knowledge of the Health Department Strategic Plan Goals and Community Health Improvement Priorities.

Communication and Cultural Competency Skills

- Proficiency in written and oral communication including in person, through print and electronic means.
- Proficiency in assuring that cultural, social, and behavioral factors play a significant role in the accessibility, availability, and delivery of public health.
- Proficiency in applying communication and group dynamic strategies in interactions with individuals and groups and incorporating strategies for interacting with persons from diverse backgrounds.
- Proficiency in the application of teaching methods and techniques for presenting material and engaging a wide variety of audiences in learning experiences including but not limited to group process and facilitation; print and electronic educational materials; and formal presentations using a wide range of audio visual equipment.

Financial Planning and Management Skills

- Basic knowledge in the management of fiscal resources.
- Proficiency in problem solving, decision making, critical and analytical thinking skills.

Other

- Must successfully complete a pre-employment/post offer drug screen.
- Must successfully complete a pre-employment/post offer background check, which may include; criminal and civil claims, credit report, finger printing, etc.
- Proficiency in use of advanced computer skills: email, word processing, databases, internet searches, and publishing software.
- Working knowledge of graphic design.
- Basic understanding of HTML, Java script programming, for website maintenance.

- Ability to work longer shifts, nights, and weekends to meet operational needs as determined by management.
- Ability to meet the physical demands of the Essential Functions. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
 - Engages in the following movements: Sitting, standing, walking, reaching and writing/typing frequently; climbing, balancing, stooping, kneeling, crouching, lifting, fingering, grasping, and feeling occasionally.
 - Must be able to lift and/or move up to 10 pounds frequently and 30 pounds occasionally.
 - Hearing ability sufficient enough to communicate with others effectively in person and over the phone
 - Visual ability must be sufficient enough to read documents, computer screen and drive a car.
 - Must be able to be fitted and wear NIOSH 95 mask, in conjunction with emergency preparedness.

TOOLS AND EQUIPMENT USED

Must be able to use multi-line telephone, mobile phone, fax machine, copy machine, calculator, computer, scanner and printer.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job the employee works in a typical office environment. The employee is exposed to noise from close working conditions and significant work pace/pressures.