

Walla Walla County Position Description

JOB TITLE: Public Health Communications Manager

DEPARTMENT: Community Health

REPORTS TO: Administrative Director

PAY GRADE: 7, 40 hours/week, FLSA Exempt, Benefits Apply

JOB SUMMARY: This Manager position is a professional individual contributor who will shape, spread, and analyze the impact of public health messaging with a regional approach with shared services through Public Health funding. The Manager is the subject matter expert on all communications from the department and must have a solid understanding of developing and producing critical messaging with a limited time frame. The position requires the ability to respond when a specific segment of the population is affected by a particular public health policy and make appropriate decisions about how to best inform and approach the intended audience. This position requires knowledge and understanding of rural health, agricultural and political culture in rural areas and the ability to work effectively, creatively, and proactively within a rural and agricultural area. Develops brand and ensures documents and publications meet the brand criteria including social media and web presence.

SUPERVISORY RESPONSIBILITIES: Schedules, trains, motivates, and evaluates personnel; provides or coordinates staff training; provides feedback that facilitates improvement; makes recommendations regarding discipline and termination.

ESSENTIAL FUNCTIONS:

- Analyzes public policy at its highest level through constant awareness of policy changes and trends
- Implements and supervises the implementation of the communication and marketing components of public health initiatives.
- Creates campaigns that leverage digital tools such as social media, website and community engagement.
- Develops, implements and supervises the implementation of the communication and marketing components of public health initiatives.
- Responsible for crafting all press releases with appropriate subject matter experts.
- Ensures the development of press release templates and that process are in place for routine issues.
- Follows established Communication Plan and offers updates and edits as necessary;
- Oversees the development of newsletter templates for department and regional health jurisdictions or section newsletters.
- Responsible for managing requests from the media for interviews and prepares statements for staff while offering coaching to them on how to best verbally respond to questions.
- Acts as the Public Information Officer for the department which may include public speaking when necessary.
- Develops and maintains effective working relationships with regional health jurisdiction, area organizations, public agencies, healthcare/volunteer organizations, schools, etc., to ensure communication between DCH and the community is seamless.

- Works with the media to promote programs; prepare various reports, press releases, and public service announcements to ensure dissemination of information in a timely manner.
- Has strong writing skills.
- Maintains the departments brand and style guidelines.

EXAMPLE OF DUTIES:

- Create and maintain effective press release template for regional health jurisdictions.
- Craft effective and sensitive press releases in a timely manner on diverse subjects.
- Maintain close working relationships with regional health jurisdictions.
- Decides when and how to responds to information, misinformation, and disinformation.
- Responsible for proofreading and editing content before publishing.
- Review and approve publications and documents for brand criteria.
- Maintain a schedule to travel to regional health departments and maintain a routine check-in schedule.
- Facilitates communication among individuals, groups, and organizations.
- Respond to public health emergency drills/exercises or real-world events as required.
- Perform other duties as assigned.

EQUIPMENT TO BE USED: Standard office equipment including PC or computer workstation and CANVA, Photoshop and related software, fax, photocopy machines, multi-line phone systems, voice mail, email, and cell phones.

WORKING ENVIRONMENT/ PHYSICAL ABILITIES:

- Participate in activities both within and outside the department in the community at large, such as schools and community groups, in a variety of environments and settings.
- Requires manual dexterity and visual acuity to operate a personal computer and peripherals.
- Ability to lift and carry twenty-five to thirty (25-30) pounds.
- Requires sufficient hearing and speech ability to communicate effectively verbally.
- Ability to drive an automobile, fly in an airplane and travel as required as this position will require travel.
- Must be able to work each day of the week.

KNOWLEDGE AND ABILITIES:

- Critical messaging skills.
- Policy development and program planning.
- Community partnerships
- Recognizes the diversity of individuals and populations.

EDUCATION AND EXPERIENCE: A bachelor's degree in communications or similar field **and** at least five (5) years' experience related to risk communications, community outreach, mobilization, and public relations **OR** a Master's of Public Health and two (2) years of directly-related experience. Previous lead worker experience preferred.

LICENSES AND OTHER REQUIREMENTS:

- Maintain professional continuing education.

- Incident Command Certifications or ability to get certification within department timelines, including certifications in Communications.
- Maintain the principles of confidentiality.
- Maintain a current driver's license and vehicle insurance.
- Provide documentation of immunization status, proof of immunity to vaccine preventable diseases, or sign an exemption and participate in the employee health program.
- Must successfully pass a background check and a driving record check.

THIS POSITION DESCRIPTION DOES NOT CONSTITUTE A CONTRACT FOR EMPLOYMENT.