

## ASSOCIATE DIRECTOR OF HOSPITAL DEVELOPMENT, COMMUNITY AND PUBLIC RELATIONS

DISTINGUISHING FEATURES OF THE CLASS: Under general direction, the incumbent of this class is responsible for organizing and directing short and long range programs to develop and promote the Westchester County Medical Center by keeping the public informed of the benefits and services provided by the Medical Center using various communication media. This involves promoting and developing understanding of hospital services; stimulating an active interest for improvement of existing services and development of new ones; establishing and maintaining liaison with other health agencies to coordinate a health service delivery system; informing the public and business community of the achievements of the Medical Center and its staff; and clarifying controversial health and welfare issues through various local and area press media. Responsibility also involves formulating and recommending public information policies to the hospital management staff, developing special programs for identification with the Medical Center and assembling information for the annual report. Supervision is exercised over a number of administrative and clerical support staff. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Confers with Commissioner and Administrative Staff in order to recommend the formulation of policies and establish procedures affecting communications and the identification of short and long range development programs of the Medical Center;

Gathers information from hospital staff, physicians and patients for source material in writing new releases and informational brochures regarding hospital admissions, surgical techniques, research activities, new equipment and facilities, and unusual medical or surgical cases that would be of general interest;

Plans, arranges and conducts press conferences in coordination with the Westchester County Director of Public Information with local and area newspapers, radio and television programs, using established policy guidelines;

Organizes and conducts open houses, displays and visitors' tours in order to acquaint the public with the patient care and related services offered by the Medical Center;

Addresses civic, business and community groups and organizations to promote interest and good will toward the Medical Center;

Receives and responds to complaints and inquiries by the public and conducts follow up to insure their satisfactory resolutions;

Assembles other reports, charts and graphic materials, as required; assembles and prepares information for the annual report and develops format for presentations;

Oversees hospital development activities by the Hospital Auxiliary, providing administrative direction and support;

Supervises the hospital volunteer program;

EXAMPLES OF WORK: (Cont'd):

Maintains detailed, up to date mailing lists of patients, physicians, other hospitals, business and industrial firms in order to develop new funding sources for Medical Center programs and services;

Surveys patient attitudes and evaluations of the care and services they received, and makes recommendations for improvement or development of new services;

Participates in the development and compilation of the Westchester County Medical Center Master Plan in the area of public relations, marketing and services development;

Participates in short (1-3 years) and long range (4-7 years) plans and strategies for the development of new markets;

Performs related administrative tasks to insure the smooth and efficient operation of the program.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the principles and practices of public information and community relations, particularly as it applies to hospital administration; familiarity with the operation and organization of a large specialty care hospital and its role in relation to the community which it serves; ability to assemble, organize and present information, data, narrative reports, and press releases and proofread the material for publication; creative ability in the design and preparation of brochures, graphic material, publicity materials and displays; ability to interpret medical facts, ideas and techniques in an interesting and informative manner which will engage the interest of the general public; ability to establish and maintain effective working relations with members of the press, hospital and county administrators, employees, volunteers and community representatives; ability to communicate in an articulate manner for public speaking; initiative and creativity in seeking new approaches to accomplish favorable relations between the Medical Center and the community which it serves; sound judgment; tactful manner; sensitivity; resourcefulness; physical condition commensurate with the requirements of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) graduation from a recognized college or university with a Bachelor's Degree\* and seven years experience in public information and/or community relations, four of which must have been in a hospital setting; or (b) a Master's Degree\* in English, Journalism, Public Relations, Communications Art, Social Studies or Humanities may be substituted on a year for year basis for the above stated public information/community relations experience; or (c) a Master's Degree in Health or Hospital Administration may be substituted on a year for year basis for the hospital experience stated above; or (d) a satisfactory equivalent combination of the foregoing training and experience within the limits of (a), (b) or (c).

ASSOCIATE DIRECTOR OF HOSPITAL DEVELOPMENT,  
COMMUNITY AND PUBLIC RELATIONS

Page 3

\*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Education Department as a post-secondary, degree-granting institution.

West. Co.  
J. C.: Competitive  
EW  
1

Job Class Code: E0338  
Job Group: XV