

DIRECTOR OF PROGRAM DEVELOPMENT II (HEALTH EDUCATION AND INFORMATION)

DISTINGUISHING FEATURES OF THE CLASS: Under general direction, an incumbent of this class is responsible for the administration and coordination of the health education and public information program for the Department of Health. An incumbent has responsibility for administering, planning and implementing a comprehensive community relations and community partnership program that is integrated with other programs, policies, and objectives of the department. A significant responsibility of this position is the frequent contact with high level officials at the federal, state, and local levels of government. Supervision is exercised over a number of subordinate professional, support staff and interns. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Identifies, develops and extends partnerships to promote and expand public health improvement as well as coordinate the Department's community work regarding both persistent and emergency health threats;

Develops and expands public health partnerships to include high risk populations, which might include recent immigrants, persons of color, pregnant women, persons living with HIV/Aids;

Identifies public health issues for which a community health partnership could be ameliorative and participates in the development and maintenance of the partnerships;

Identifies communities that could benefit from community health partnerships and works to establish and sustain such partnerships;

Communicates with community agencies, civic, business and advocacy groups to maintain open lines of communication and to promote community partnerships;

Identifies target populations for advertising, promotional material, and marketing campaigns for health services by gathering demographic data and selects various media to make presentations to the targeted populations; monitors the impact of the presentations;

Represents the Health Department at meetings with various agencies and the public regarding the programs and activities of the Department;

Monitors departmental community education activities to ensure compliance with established policies and procedures;

Schedules, briefs and assists the Commissioner in personal appearances and interviews on emerging and ongoing public health issues;

Acts as the Department's spokesperson for public information and media communications;

EXAMPLES OF WORK: (Illustrative Only) (Continued)

Oversees all Departmental public information activities and coordinates and directs community/public information and communications functions, including press releases, brochures, mailings, and other materials;

Formulates, implements and evaluates policies for county-wide public relations and health promotion programs;

Directs the preparation of public health information and health education materials, programs, promotions, and projects, including news releases, publications and audio-visual materials, both in written and automated formats;

Directs the establishment and maintenance of liaison with press correspondents, television, radio, newspaper editors and publishers;

Acts as the Departments' Freedom of Information officer maintaining knowledge and awareness of the requirements of the Freedom of Information Legislation (FOIL) and ensures departmental compliance with FOIL;

Establishes and maintains working relationships with public and voluntary agencies and community based organizations to promote the development & implementation of comprehensive public health services;

Serves as needed on various Federal, Local & State committees for the purpose of securing information pertaining to program development and monitoring, and to service delivery;

Establishes & maintains contacts with Federal, State, and Local government officials for the purpose of program coordination;

Keeps abreast of emerging Public Health issues and brings these issues to the attention of the Commissioner in order to develop programmatic and operational responses;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of techniques of preparing, producing and distributing information the media, and the community; thorough knowledge of the techniques and methods used in evaluating the effectiveness of a public information program; thorough knowledge of the principles and techniques of establishing and maintaining effective community relations; good knowledge of community resources; good knowledge of community and human service agencies; working knowledge of the laws applicable to the Freedom of Information Act; skill in the use of computer applications such as spreadsheets, word processing, e-mail and database software; ability to speak effectively in public; ability to communicate effectively, both orally and in writing; ability to plan and supervise the work of staff; ability

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: (Con't)

to establish and maintain effective working relationships with personnel at all levels; ability to analyze information, draw appropriate conclusions and formulate effective responses, interpret statistical reports; tact, initiative; integrity; sound professional judgment; diplomacy; resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) a Bachelor's Degree* in Public Health Education, Communications, Public Relations, or closely related field and four years of professional experience in community relations, health information or organizing community services, two of which must have been at a supervisory or administrative level; or (b) a Master's Degree* in one of the above fields and three years of experience as stated in (a), including the two years of specialized experience; or (c) a satisfactory equivalent combination of training and experience.

*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.