

HEALTH CARE ADMINISTRATOR (HEALTH INFORMATION)

DISTINGUISHING FEATURES OF THE CLASS: Under the general supervision of the Deputy or First Deputy Commissioner of Health, an incumbent in this position is responsible for the administrative planning, coordination and monitoring of all public information, public health messaging, and community outreach, education and health promotion activities of the Health Department. Frequent and extensive contact will occur with the general public, governmental officials and community-based service agencies. Supervision is exercised over staff personnel in the unit. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Participates in the formulation of policies and procedures for Public Health Information and community activities and implements approved Health Department policies within the area of assignment;

Administers the day-to-day operations of the activities that pertain to the dissemination of all public health promotion and information;

Administers the operations of community outreach and health promotion activities and programs, including but not limited to, lifestyle change programs and the Opioid Overdose Prevention Program;

Responsible for the development and oversight of the Department's Community Health Improvement Program required by the New York State Department of Health;

Plans, coordinates and monitors public information and community activities offered under various programs and divisions of the Health Department for assurance of compliance with established guidelines and procedures;

Coordinates public health messaging and education materials throughout the Department;

Responsible for management of the Department's website and social media, including compliance with ADA requirements;

Supervises all speaker and media requests and press releases;

Establishes and maintains frequent contact with the general public, government officials and community based service agencies;

Works closely with the County Executive's Communications Office and may act as the Department's liaison

Supervises and coordinates the activities of support personnel in various units of the Health Department;

Ensures that the appropriate responses are made to requests submitted under the Freedom of Information Act and general media requests;

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

EXAMPLES OF WORK: (Illustrative Only) (cont'd)

Prepares and submits necessary reports and makes recommendations;

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

May perform other incidental tasks, as needed.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES:

Thorough knowledge of the principles and practices of organizational and administrative processes and techniques; good knowledge of the operations and organizations of the Health Department; good knowledge of community and human service agencies; good knowledge of health education and public relations organizations; working knowledge of the laws applicable to the Freedom of Information Act; ability to assemble, organize and present information, data, narrative reports and press releases and proofread the material for publication; ability to plan and supervise the work of others; ability to establish and maintain effective working relationships with professional and non-professional personnel, members of the press, volunteers and community representatives; ability to communicate in an articulate manner for public speaking; ability to effectively use computer applications such as spreadsheets, word processing, e-mail and database software; ability to read, write, speak, understand and communicate in English sufficiently to perform the essential tasks of the position; initiative; resourcefulness; tact; good judgment; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: A Bachelor's Degree* in Public Health Education, Communications or closely related field and six years of professional experience in health information, health education or organizing community services, three of which must have been at a supervisory or administrative level; or (b) a Master's Degree* in one of the above fields and four years of experience as stated in (a).

*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.

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Job Group: XIV