

HEALTH PROMOTION AND OUTREACH MANAGER

NATURE OF WORK

This is highly responsible professional, administrative, and supervisory work coordinating the activities of the Health Promotion and Outreach Division.

Work involves programmatic oversight and primary responsibility for leading, directing, and supervising comprehensive public health education programming including chronic disease and injury prevention. This position reports to and receives direction from the Health Director and is responsible for the division budget and personnel management. Work is performed with considerable independence and is reviewed through supervisory conferences and results achieved. Supervision is exercised over subordinate employees.

EXAMPLES OF WORK PERFORMED

Ensures the assessment of community health education status, including determining data needs, data collection, factors affecting health, and available assets and resources.

Evaluates, develops, and implements policies, procedures, and education programs to improve health outcomes and organizational performance using evidence-based information.

Determines public health data and information that need to be disseminated and develops messaging and communication strategies, in conjunction with public health education staff and, when appropriate, the public information officer.

Communicates appropriately and facilitates internal and external communication among individuals, teams, groups, coalitions, and organizations.

Applies and demonstrates principles of ethics and health equity as well as implements improvements to policies, programs, and services to reduce health inequities.

Establishes and maintains collaborative relationships and partnerships to improve public health and resilience.

Applies public health to effectively deliver the 10 Essential Public Health Services.

Evaluates, monitors, manages, and determines human and financial resources needed for organizational infrastructure, programs, and services and implements strategies to secure resources.

Ensures implementation of strategies to recruit, train, manage, and retain a comprehensive and competent workforce.

Supervises through subordinate supervisors, the activities of a comprehensive public health education program, including assigning work to subordinate staff, interviewing applicants for employment, and evaluating employee performance.

Identifies opportunities for and facilitates inter-divisional, inter-departmental, and cross-sector collaboration.

Performs related work as required

DESIRABLE KNOWLEDGE, ABILITIES AND SKILLS

Extensive knowledge of health equity principles and practices.

Extensive knowledge of the principles and practices of community engagement, collaboration, and partnership development.

Extensive knowledge of public health and systems, policies, and events impacting both public health and resilience.

Extensive knowledge of public health funding strategies, mechanisms, budgets, and procedures.

Extensive knowledge of performance management and quality improvement.

Extensive knowledge of leadership principles and systems thinking.

Knowledge of public health communication strategies, including risk communication.

Ability to appropriately interpret data and implement quality improvements in plans and program operations.

Ability to facilitate internal and external planning processes.

Ability to communicate effectively with staff, appointed and elected officials, boards and committees, community groups, and the public.

Ability to apply critical thinking skills in decision making.

Ability to coach, mentor, and lead others and to plan, assign, organize, and evaluate the work of subordinate professional employees.

Ability to establish and maintain effective working relationships with other government agencies, citizen committees, elected officials, the media, coworkers, and the public.

MINIMUM QUALIFICATIONS

Graduation from an accredited four-year college or university supplemented by a Master's Degree in public health, public administration, or related field plus six years of experience in public health education programs involving administrative and supervisory responsibilities; or any

equivalent combination of training and experience that provides the desirable knowledge, abilities, and skills.

NECESSARY SPECIAL REQUIREMENT

Possession of a valid driver's license when operating a vehicle is necessary to the satisfactory performance of assigned duties, as deemed necessary by the appointing authority.

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