

**SHAWNEE COUNTY, KANSAS**  
**Position Description**  
**Community Health Outreach and Planning Division Manager**

**POSITION NUMBER: HA1080C**

**FLSA STATUS: E**

**POSITION DESCRIPTION**

Under general supervision, this **unclassified** position is responsible for oversight of the Community Health Outreach and Planning Division. This position also establishes and maintains community relations and communication between the public and the Shawnee County Health Department (SCHD). Periodically may work outside of typical business hours. Serves as primary contact for media and as spokesperson for SCHD. This position exercises a considerable amount of independent judgment within Department standard operating procedures and other local, state and federal contracts for the provision of services. Performs other duties as required including but not limited to serving as a member of the Health Department Leadership Team and participating in community collaborations. This position is supervised by the Health Department Director.

**EXAMPLE OF DUTIES:**

**20% Division Program Oversight.** Oversees and manages the operation of Community Health Outreach and Planning programs and activities that are provided in the clinic and community by oral and written directives to division staff. Works cooperatively with the Director, Division Managers, Team Leaders and department staff to ensure the Community Health Outreach and Planning Division operates efficiently and cohesively with a high quality of service standards and in accomplishing the vision and mission of the Department. Assesses SCHD capacity to plan, coordinate and improve in the areas of need identified within the Community Health Needs Assessment, Community Health Improvement Plan, public health accreditation and other public health areas.

**10% Supervisory Duties.** Supervises staff with respect to accountability for performance and behavior including approval of absences to conform to personnel needs, discipline of employees, staff development and training, completion of performance evaluations and other personnel related functions. Participates in the hiring and promotional process. Instructs staff on proper completion of tasks. Inspects and reviews work of staff to ensure that projects are complete. Establishes work schedules and assigns work. Checks work procedures and products.

**20% Media Relations and Public Information.** Produces multimedia presentations and prepares news releases, brochures, and annual reports. Prepares and presents public information programs on services provided by the Department. Serves as the media coordinator and presents informational programs on public health, clinical and environmental health programs. Serves as

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a liaison and spokesperson between the Department and community agencies, organizations and the media. May serve as the Shawnee County Public Information Officer during emergency response.

**5% Social Media.** Responsible for updating and maintaining various electronic communications including but not limited to website and various social media resources to ensure timely communication to the public.

**15% Community Relations/Partnerships.** Develops strategies for working successfully in multi-agency and intra-agency collaborations. Maintains community relations with other agencies, departments and organizations. Performs related duties as required in the completion of projects that are related to the public health of the community and organizational and program effectiveness. Provides technical assistance and support for the local healthcare coalition.

**15% Planning.** Develops and implements annual budget. Develops and implements annual public relations plan in collaboration with other divisions in the Department. Develops appropriate policies and procedures and ensures their enforcement including but not limited to marketing plan and Risk Communication Plan and Response for the Department. Participates in emergency preparedness activities for Department.

**15% Reporting.** Provides statistical data and analysis concerning Community Outreach and Planning programs and activities. Manages the Division's budget in coordination with the Director and Finance Officer. Oversees and assures compliance with federal, state and local statutes, as well as grant requirements.

### **KNOWLEDGE, ABILITIES AND SKILLS**

#### **Knowledge of:**

- Desktop publishing in preparing promotional brochures and other informational pieces.
- The principles and methods of planning and conducting a public information and relations program.
- Developing and implementing marketing plans and techniques to promote the Agency's programs and services.
- Social media utilization for conveying of public information.
- Human resource management including hiring practices, disciplinary procedures, terminations, etc.
- Supervisory responsibilities and effective leadership skills.

#### **Ability to:**

- Understand Public Health operations, promotion and strategies.
- Be creative and present information clearly and accurately, in English, orally and written before staff, the public and media.
- Multitask and work with a wide variety of personalities, issues, programs and ideas.
- Establish and maintain effective working relationships with other employees, the public and other County departments while maintaining deadlines and prioritizing projects.
- Write and edit various forms of promotional and informational material and develop and/or utilize other forms of media such as films and exhibits.
- Document events and programs through picture taking.

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- Show initiative in planning, conducting and promoting Health Department programs and services and overall Department public relations program.
- Promote agency events and activities both internally and externally to ensure maximum participation.
- Plan, organize, assign, supervise, evaluate, and direct work of staff.

**Skill in:**

- The use of a Personal Computer and design software and applications for the purpose of creating promotional materials.
- Providing leadership and direction to employees.
- Social media technologies and website maintenance.

**PHYSICAL REQUIREMENTS**

**N**-Never    **O**-Occasional (1%-33%)    **F**-Frequent (34%-66%)    **C**-Continuous (67%-100%)

	N	O	F	C		N	O	F	C		N	O	F	C
<b>HANDS</b>					<b>BODY/TRUNK</b>					<b>OTHER</b>				
Reaching	X				Sitting			X		Driving			X	
Pushing/Pulling	X				Bending	X				High Elevation		X		
Climbing	X				Reaching			X		Unprotected Heights	X			
Throwing	X				Lifting-30 lbs.	X				Around Moving Machinery	X			
<b>ARMS</b>					Carrying	X				Driving Automotive Equipment		X		
Reaching	X				Jumping	X				Exposure to Dust, Gases and Fumes	X			
Lifting-30 lbs.	X				Twisting	X				Cramped Body Position	X			
Pushing/Pulling	X				Squatting	X				Sustained Positions	X			
Carrying			X		Turning	X				Noise Levels (Excessive)	X			
Throwing	X				<b>LEGS/FEET</b>					Electrical Hazards	X			
<b>EYES</b>					Walking	X				Slippery Surfaces	X			
Near Vision			X		Standing	X				Work Above Ground		X		
Far Vision			X		Sitting	X				Work Below Ground		X		
Color Vision	X				Carrying	X				Irregular Surfaces		X		
<b>VOICE</b>					Climbing	X				Moving Objects		X		
Talking			X		Jumping	X				In High Volume Traffic	X			
<b>EARS</b>					Turning	X				Exposure to Marked Changes in Temperature and Humidity				
Hearing			X		Lifting-30 lbs.			X			X			

**EQUIPMENT USED**

Personal Computer                      Multi-line Telephone                      Photocopier/Scanner                      Digital Camera  
 Fax Machine                              Cell Phone                                      Printer    LCD Projector  
 Calculator                                  Office Furniture

**MINIMUM QUALIFICATIONS**

Degree from an accredited college or university in Communications, Journalism, Public Relations, Public Health, Health Promotion, Community, Health Science, Health Education or related field.

Required to submit three (3) writing samples (which may include samples of press releases, brochures, advertising copy, training programs).

Three (3) public health experience plus three (3) years supervisory experience.

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Valid Driver's License and able to operate a County-owned vehicle (HR-2013-2).

HR-2013-2: Driving record that shows: No misdemeanor or felony convictions for traffic/vehicular offenses (DUI, vehicular homicide, reckless driving, hit and run, etc.) on the driving record that are less than five (5) years old; No more than two (2) at fault or chargeable accidents on their driving record that are less than five (5) years old; No more than two (2) traffic infractions (speeding, failure to yield right of way, etc.) that are less than one (1) year old.

**SPECIAL REQUIREMENTS**

Required to pass a pre-employment physical and drug screen.

Required to complete Federal Emergency Management Agency (FEMA) Basic Public Information Officer (PIO) training within six (6) months of employment.

Required to complete National Incident Management System (NIMS) 700 and Incident Command System (ICS) 100-200 within six (6) months of employment.

Required to complete Incident Command System (ICS) 300-400 within twelve (12) months of employment.

Required to lift thirty (30) pounds.

**PREFERRED SKILLS**

Experience interacting with media or in a communication

This Position Description is not designed to list all tasks and responsibilities of this position. Shawnee County reserves the right to revise or change job duties as the need may arise. This Position Description does not constitute a written or implied contract of employment.

I have read and understand the duties and requirements for this position.

_____ Employee's Signature / Printed Name	_____ Date
_____ Administering Supervisor's Signature / Printed Name	_____ Date
_____ Appointing Authority's Signature / Printed Name	_____ Date

Created: 04/05  
Revision History: 11/17