

BENTON COUNTY POSITION DESCRIPTION

CLASSIFICATION	BAND	GRADE	SUBGRADE	FLSA STATUS
Program Coordinator	C	4	2	Exempt
POSITION TITLE: Communications Coordinator		POSITION#:		
<input type="checkbox"/> New	<input checked="" type="checkbox"/> Revised	Date:	12/15/2019	
SERVICE TYPE:		AFSCME		
Employee Name:		Department:	Health Department	Supervisor: Health Department Director
FTE:	100%	Employment Status:	Regular Full Time	

Position Summary:

Communications Coordinator's responsibility is to lead internal and external communications efforts, with a focus on Equity, Health Literacy and Trauma Informed Care principles. This position is responsible for coordinating communications activities, providing technical assistance and training to internal departments, creating and disseminating health educational outreach and awareness campaign materials, and development and implementation of a Health Department communication plan, which includes utilization of effective communication methods, including the Health Department website, social media, and other digital tools.

Essential Duties:

No.	Major Functional Area (MFA)	% of Time
1	<p>MFA: Public and Media Relations</p> <p>Essential Duties:</p> <ul style="list-style-type: none"> • Develop, implement, and evaluate external communication plan, to include cultivating relationships with local media. • Research, identify, develop and present appropriate communication tools and materials to leadership for targeted diverse audiences across various communication tools, including awareness campaigns, social media, and digital outlets. • Identify, implement, and evaluate alternative strategies for communication including website, text messaging, etc. • Create marketing materials and online communications to strategically communicate initiatives such as the Health Department Strategic Plan, Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP), and Benton County Health Department Accreditation. • Draft written responses to social media inquiries from governmental and non-governmental organizations and the general public. • Support external organizations in the development, testing, and timely dissemination of internal and external science- and audience-based products, tools, and messages to different audiences using various formats (e.g., social media messaging, visual abstracts, success stories, fact sheets, newsletters, and reports). • Address the needs of local media regarding health department issues, including planning and execution of community wide releases of health information and risk communication in Benton County, in coordination and collaboration with Benton County Public Information Officer and Clinical Engagement and Communications Coordinator • Work with Health Department leadership team and management to identify topics for community input and feedback and advise management on incorporating community input into decision-making. • Assist with communication of current data and research to the community and policy makers informed by health literacy principles. • Identify when consultants and/or content experts are required and coordinate their work for developing messages and stories, graphic design and website programming. • Present, facilitate, and provide training and technical assistance to other groups and organizations. 	40%

	<ul style="list-style-type: none"> Interpret, incorporate, and communicate current data and research to the community and policy makers informed by health literacy principles. 	
2	<p>MFA: Organizational Engagement and Communications</p> <p>Essential Duties:</p> <ul style="list-style-type: none"> Develop, implement, and evaluate internal communications plan, including highlighting department accomplishments, dissemination of relevant research articles and reports, implementation of “change communication” emails, and announcement of new and departing staff through a quarterly newsletter. Maintain current knowledge of internal division initiatives and activities. Work with Benton County Public Information Officer and Clinical Engagement and Communications Coordinator to align communication project activities with other relevant initiatives and keep key staff updated to assure communication and coordination as needed. Advise the Health Department Director and other health department leadership on public information matters. Provide training and consultation to health department divisions regarding effective communication methods, health risk communication, effective and equitable community engagement, health literacy principles, and principles of Trauma Informed Care. 	35%
3	<p>MFA: Community Engagement</p> <p>Essential Duties:</p> <ul style="list-style-type: none"> Collaborate and coordinate with private and public partners at local, regional, and statelevel to support collaborative relationships and collective impact. Engage, empower, mobilize, and develop shared leadership with community members, agencies, leaders and other partners to become champions for assessing and improving health status indicators, health policies, and health equity. Map, leverage, and identify gaps in existing community engagement mechanisms. Coordinate and collaborate with Emergency Preparedness Planner and Benton County Sheriff’s Office to develop strategies for health risk communication during emergencies, to reach vulnerable populations utilizing linguistically appropriate and culturally responsive strategies. 	15%
4	<p>MFA: Special Projects</p> <p>Essential Duties:</p> <ul style="list-style-type: none"> May oversee, mentor and guide work of graduate and undergraduate student interns and/or program volunteers to support program activities. Continue to support implementation of Alcohol and Drug Prevention, Problem Gambling Prevention, and Mental Health Promotion and Prevention plans as needed. 	10%
	Other Duties as assigned	
Percentage should be 100%		100%

Special Requirements:

A professional communicator in this position must be able to create, execute, and effectively evaluate communications plans that target diverse audiences. This position is expected to demonstrate a comprehensive set of skills in relation to communication to help design and implement programs or projects that influence health issues across diverse disciplines such as the medical, media, and public policy fields. In addition, this position is required to effectively measure the effectiveness and outcomes of their work, including analysis of return on investment.

Physical Requirements:

Physical Demands:

While performing the duties of this job, the employee is frequently required to use hands to finger, handle or feel; talk; or hear. The employee is occasionally required to stand; walk; sit; reach with hands and arms; and stoop; kneel; or crouch. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, depth perception and ability to adjust focus.

Work Environment:

The employee works in well-lighted, clean environments. The noise level in the work environment is quiet to moderate. **Check the following that applies to this position:** The employee may occasionally: work with clients or members of the public who are upset or have experienced trauma, work with toxic substances and biohazards, and exposure to infectious illnesses.

Emergency Preparedness:

Benton County is committed to emergency preparedness planning and implementation, and disaster recovery. In the case of a Health Department, County, State, Federal or other emergency or disaster, this position may be called upon to assist in responding. This may require the assignment of additional responsibilities, depending on the circumstances. These responsibilities could include unscheduled temporary changes in work schedule and/or work duties, including evenings and weekends, work relocation, overtime, working with other community agencies such as the local Fire Department, hospitals, the Red Cross and other emergency responders. The ability to be flexible is critical in our overall response to the emergency or disaster. Under Emergency situations this position may be called in to work, supporting Administration in regular duties or other work as assigned. Per County personnel policy, this position may be included in the agency's essential personnel for emergency/disaster response.

Quality Improvement Participation:

Employees are expected to participate in improving BHS' performance, processes, and programs through quality improvement activities, use of the PDSA model and participating on QI teams as assigned.

NOTE: The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.