

**JOB DESCRIPTION
CITY OF SPRINGFIELD**

**HUMAN RESOURCES DEPARTMENT
EMPLOYMENT AND
COMPENSATION DIVISION**

Job Title Public Health Information Administrator
Sch. & Grade PAT-9
Class Code BH70
FLSA Status Exempt
Bargain Unit Elig. AFSCME
Occupational Group Public Information and Education

PRIMARY PURPOSE:

To plan, coordinate and administer the public information program of the Springfield-Greene County Health Department. Work involves a wide variety of public relations activities, crisis event and communication planning, media contact, major media public awareness campaigns, regional PIO coordination and planning for over 20 health departments, and various special projects.

SUPERVISION:

Under the direct supervision of the Director of Public Health. Receives general supervision and direction from the Assistant Director of Health.

ESSENTIAL FUNCTIONS:

1. Performs a wide variety of public information responsibilities for the Springfield-Greene County Health Department including serving as media liaison for the city-county department.
2. Serves as regional PIO coordinator for over 30 health departments in the southwest area handling crisis communication and coordinating, planning, training, and disseminating medical alerts.
3. Plans with representatives and public information personnel from the region's response partners to identify regional risk communication needs and develop appropriate information and activities to address local and regional needs.
4. Coordinates and delivers risk communication and public health information support during a bioterrorism or other public health threat or emergency. Serves as a member of the 24/7-response team.
5. Prepares press releases (including public service announcements) regarding Health Department events, programs, activities, crisis events, and medical alerts.
6. Develops educational materials and programs for community health issues and crisis events (such as bioterrorism) to increase awareness and inform public. Information includes brochures, fliers, web-based material, newsletters, articles, TV news segments, power point presentations, etc. using applicable computer technology.
7. Collects and coordinates data and information from local, state, and federal agencies. Handles appropriate research, compiles information and reports, and organizes and interprets findings utilizing current media sources.
8. Provides personal contact to groups as requested, working to increase awareness of the Department's community health protection activities and its mission which includes travel to off-site locations for presentations, public speaking, activities, programs, and special events.
9. Serves as a member of the Health Department management team including advising department management on public relations, crisis communication, public awareness strategies, and communications issues; also participates in needs assessments and policy development for the department.
10. Prepares press releases, fact sheets, hotline information, website information, HAN messages, etc. in coordination with all agencies involved for pre-event, event, and post-event possibilities for different target audience levels such as for general public, first responders, local government officials, health care providers, volunteers, health department coworkers, regional partners and minority groups. Develops crisis communication plan in coordination with appropriate agencies and area emergency preparedness plan; coordinates and releases information during emergencies.
11. Addresses language needs of the region for increased understanding and communication to all members of the region.
12. Maintains bioterrorism library components.
13. Monitors current literature, funding, and laws pertinent bioterrorism, emergency response, and health concerns.
14. Maintains knowledge of media equipment operation and educates unit on operation of the equipment and programs.
15. Works in liaison with the Public Information Office of the City of Springfield, other similar offices of assigned counties, as well as the Springfield/Greene county Office of Emergency Management.
16. Participate in regional and state bioterrorism and other exercises. Evaluate those exercises in regards to public health risk communication and media relations.

IMPORTANT FUNCTIONS:

1. Attend seminars, conferences, meetings, and other training for professional development purposes.

Performs related work as required.

QUALIFICATIONS REQUIRED:

Any combination of education, training, and experience providing the following knowledge, skills, and abilities:

Knowledge

Effective public speaking skills, principles, techniques, and objectives of public relations; English language usage and journalistic styles, both print and broadcast; graphic design principles; audio-visual equipment and its uses; effective internet and e-mail usage principles; and effective ability to perform research, collection, organization and interpretation of scientific and technical data; transmission of information to individuals at all levels of socioeconomic backgrounds.

Abilities

Writing and production skills for electronic and print media; effectively and accurately communicate technical medical and health information to a wide variety of non-medical personnel including media, educators and public administration officials; communicate effectively both verbally and in writing; communicate effectively with diverse populations; research, organize, prepare and present speeches and presentations to a variety of audiences; prepare and present clear and comprehensive reports from information that is scientific and technical in nature; exercise discretion and utilize sound, independent judgment regarding matters of significance; follow oral and written instructions; deal effectively and courteously with associates, elected officials, various interest groups, health professionals, members of the media, and the general public; present an overall professional image; effectively welcome and embrace differences among employees and citizens; perform effectively as a member of a team in carrying out the City’s stated mission and philosophy; perform the essential functions of the job without posing a direct threat to the health and safety of others.

Experience, Education, and Training

Graduation from an accredited college or university with a Bachelor’s Degree in Communications, Public Administration, Broadcasting, Health Education, Health Promotion, Public Relations, Social Services, or a related field, plus at least two years of related work experience. A Master’s Degree in an applicable field may replace one year of experience. Experience in health education or promotion is desirable. Previous experience in public information activity is desirable.

Physical Requirements

Performs bending, kneeling, sorting, twisting, and reaching from ground level to overhead; holds and grips objects; must be able to lift, carry, push and pull approximately 30 pounds; ability to operate a computer keyboard.

Working Environment

Primarily indoor with heating and cooling regulated in a general office environment. Some work locations may not have controlled heating/cooling.

Licensing/Certification

Attend training in the Missouri Health Surveillance Information System (*MOHSIS*) and Emergency Response Data Collection System (*ERDCS*).

Obtain and maintain certification in “*Principles of Epidemiology*” and “*Applied Epidemiology*” or equivalent training as determined by the Health Department.

Miscellaneous Requirements

Incumbent must possess a valid Missouri Motor Vehicle Operator’s License in order to operate a vehicle for the purpose of completing job duties; must provide a personal vehicle for transportation purposes as required. Must be available to attend meetings scheduled outside of normal business hours.

Last Revision:	February 14, 2012	GENERAL ORDINANCE NO. 5876
Comments:	Updated Abilities	Date: June 28, 2010

I have read the foregoing job description in its entirety and understand its contents. I can perform the essential functions outlined with or without reasonable accommodation under the Americans with Disabilities Act.	
Signed: _____	Date: _____