



Two Rivers Public Health Department Job Description

Job Title: Communications Specialist

Revised Date: April 11, 2022

Reports to: Planning Section Supervisor

Scope of Authority: Employee is not responsible for supervising other personnel.

Security/Access: Employee will be issued picture identification.

Job Summary: The Communication Coordinator will develop content for all forms of media and assists with gathering and promoting successes and efforts associated with health department activities. The Communications Coordinator will create messaging and graphics to convey information prevention of chronic disease, healthy practices, emergency preparedness, and other health priorities. This position also performs a variety of secretarial and clerical duties in support of staff and programs including but not limited to: receptionist, scheduling appointments, perform data entry, maintain/update database and data files, provide technology support and provide public information and assistance.

Required Education and Experience:

- A Bachelor's degree in communications, public health, the social sciences or a related field; Master's degree desired
- Excellent verbal communication and interpersonal skills
- Proven success in designing and implementing communications strategies, traditional (printed) and digital forms
- Excellent program management skills, including strong attention to detail
- Ability to work effectively with diverse partners and stakeholders and engage in strategic partnerships
- Demonstrated ability to work well independently and within teams
- Demonstrated experience working with remote partners and teams
- Experience with publishing software, such as Adobe applications, Microsoft Publisher, Piktochart, Canva, etc.
- Proficiency in Microsoft Excel, Word, PowerPoint, Teams and Zoom
- Ability to operate standard office equipment including but not limited to computers, printers, copiers, scanners, calculators, facsimile machines and telephone systems.
- Ability to work well with diverse groups in the public sector and demonstrate cultural awareness and sensitivity.

Duties and Responsibilities:

- Develop, design, and create public health messaging campaigns for use through social media, videos, and the health department website.
- Coordinates development of both internal and external documentation templates

- Provides secretarial and general office support for staff.
- Answer phones, greet visitors, and respond appropriately to inquiries.
- Prepare public notice for publication in newspapers for Board meetings as well as copy, collate and distribute Board packets.
- Schedule meetings and conference rooms.
- Maintain and ensure security of office files and records.
- Demonstrate sound fiscal accountability.
- Compliance with all TRPHD policies and procedures.
- Participation in assigned internal staff committees.
- Participation in required TRPHD trainings.
- Participate in performance management, activities to sustain a culture of QI within TRPHD and department accreditation efforts.
- Maintain strict confidentiality of sensitive information in accordance to HIPAA regulations.
- Able to work some evenings and weekends when needed.
- Represent TRPHD in a professional manner when out in the community in a variety of settings.
- Assist with emergency response efforts to disease outbreaks and/or disasters when requested.
- Other duties as assigned.

Basic Skills and Abilities required:

- Ability to establish and maintain effective working relationships with coworkers, administrative support organization, elected and appointed officials, representatives of other governmental units, private industry and members of the general public.
- Readily assumes responsibility.
- Ability to communicate effectively and articulate both orally and in writing.
- Ability to think strategically.
- Ability to organize, analyze, and interpret technical information.
- Ability to organize tasks, establish priorities and meet established deadlines.
- Ability to exercise objective judgment.
- Ability to sit, walk, stand and drive; use hands, fingers to handle or feel; reach with hands and arms; and talk and hear. The employee is occasionally required to stand, climb stairs, walk, stoop, kneel, crouch or crawl. The employee must be able to lift and/or move 50 pounds. Specific vision abilities required include those of close vision, distance vision, peripheral vision, depth perception and ability to adjust focus. The employee must be able to demonstrate physical fitness activities.
- Ability to work in a smoke/tobacco-free and drug-free work environment.

This position qualifies for non-exempt status as defined in the Fair Labor Standards.

I have read the above job description and agree to carry out the responsibilities described therein.

Signed: _____ Date: _____

Director: _____ Date: _____