



CLASS SPECIFICATION

Class Title: Communications Manager, Health
Department: Health Admin
FLSA: Exempt

Class Code: 5557
Grade: 23
Eff. Date: 2/16/2020
Revised: 6/10/2021

GENERAL PURPOSE

Under the direct supervision of the Deputy Director of Health, develops, manages, implements, and monitors Davis County Health Department strategic communication initiatives, public relations, risk communication, and branding. Incumbent will provide a proactive and responsive flow of information which is accurate, timely, appropriate, and designed to promote awareness of Davis County Health Department's initiatives and activities. Responsibilities include responding to media inquiries, including print and broadcast agencies, and making on-camera appearances.

EXAMPLE OF DUTIES

Advises department management team on public relations protocols, handling public requests issues, and coordinates information dissemination across all media formats.

Proactively develops and implements comprehensive communication, branding, promotional efforts, and outreach programs which highlight the activities, initiatives, communities, and delivery of public health programs of the Davis County Health Department. Monitors and evaluates program effectiveness to bring about process improvement.

Develops and maintains strategic partnerships with internal and external stakeholders to feature Davis County Health Department events and promotions in appropriate social media, mass media, and all other appropriate communication tools. Assists stakeholders, as requested, with press releases or special reports spotlighting Health Department initiatives. Creates and oversees informative and captivating press releases, and media publications for special events and programs.

Prepares strategic reports or presentations designed to educate and inform stakeholders.

Attends community events. Fosters relationships within the community and other governmental agencies to provide direction and collaboration in support of community outreach efforts, public education programs, and similar activities. Works with other public health agencies to coordinate a broad range of community involvement programs.

Directs the overall content and format of social media, mass media, and all appropriate communication tools including video editing and videography. Develops the content and format of internal and external publications. Provides in-house training to staff on effective media relations methods and effective techniques to promote programs.

Manages and maintains the Davis County Health Department websites and social media accounts.



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Responds to local media requests for information, interviews and position statements. Acts as the Department's spokesperson and/or facilitates interviews with staff. Represents the Davis County Health Department in a professional and positive manner in all public appearances and media publications.

Responds during emergencies to handle crisis communication, public announcements, and damage control. Establishes and maintains emergency/after-hours call-down list.

Creates and implements a local emergency response/crisis communication plan that is coordinated with the Health Department's Emergency Response Planner and the State plan. Trains staff on the Department's plans and policies.

Conducts local assessments and participates in a statewide assessment of risk communications and public information capacity. Attends training sponsored by the state and federal government.

Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

1. **Education and Experience:**

Graduation from an accredited college or university with a Bachelor's degree in communications, journalism, English, public relations, marketing, or a closely related field; *plus* four (4) years of related experience in a professional communications or journalism position. An equivalent combination of related education and experience will also be considered.

Preference for experience in public health

2. **Other Requirements:**

Must pass a criminal history background investigation as required by the position.

Must possess a valid driver license; new employees with an out-of-state license must obtain a valid Utah Driver License within sixty (60) days of hire date (exceptions for military personnel and their dependents).

Employees driving a personal vehicle while on county business must maintain the minimum vehicle liability insurance as specified in the Utah Code.

3. **Necessary Knowledge, Skills, and Abilities**

Knowledge of: Methods, techniques and styles of business and article writing, organization, spelling, grammar, editing, punctuation and word usage; communication and public relations concepts, practices, principles, and strategies; methods, techniques and technologies used for formatting design, layout for print and electronic text and graphic design; principles, techniques, procedures and methods used in the composition and production of a variety of print and internet communication; information dissemination techniques and methods; public health



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terminology, concepts and programs and current public health issues; modern office procedures, methods and equipment, including computers; proficient in computer applications including Google and Microsoft.

Skill in: project management knowledge to manage various tasks simultaneously; proficiency using applicable computer software applications and hardware, and other equipment specific to this position.

This position requires the driving of a motor vehicle; skill in operating a motor vehicle in a safe manner; ability to insure motor vehicle is operating in a safe manner; knowledge of Utah motor vehicle rules and regulations.

Ability to: Represent the Health Department in a professional and positive manner in public appearances and media publications; make on-camera appearances confidently and professionally; act as the department's 24/7 contact for media representatives; respond to cell phone at all times or designate an alternate media contact within the department; exercise sound judgement and make good decisions; research and write a variety of communication documents; gather, analyze, and interpret data; effectively gather quality digital media in various environments, including still images and video; edit and organize digital media for internal and external use; work effectively in a dynamic environment, both independently and with a team; interact and work effectively with elected officials, administrative officers, government/business/community leaders and broadcast/print media representatives; communicate effectively (both verbally and in writing) with stakeholders, public audiences and the general public; follow written and oral instructions; establish and maintain effective working relationships with supervisors, other employees, other agencies, and the general public.

WORKING CONDITIONS

Maintain concentrated attention to detail for sustained periods of time. Work a flexible schedule that may include evenings and weekends; work extended hours as necessary. Make on-camera appearances Respond to cell phone outside of regular hours.

*The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. **All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.***