



CLASS SPECIFICATION

Class Title: Health Media Specialist
Department: Health Admin
FLSA: Non-Exempt
Merit: Exempt (grant funded)

Class Code: 5541
Grade: 17
Eff. Date: 7/14/2021

GENERAL PURPOSE

Under the direct supervision of the Deputy Director of Health and in collaboration with the Communications Manager, implements and monitors strategic communication initiatives related to disease response and public health equity.

EXAMPLE OF DUTIES

Spotlights activities of the Health Department with the community, stakeholders, and other governmental agencies, utilizing numerous public/social media platforms.

Provides a proactive and responsive flow of information which is accurate, timely, appropriate, and designed to promote awareness of Davis County Health Department's initiatives. Provides internal and external communications, publications, graphic design and website functions.

Develops and implements comprehensive communication and outreach programs. Monitors and evaluates program effectiveness.

Develops and maintains strategic partnerships with internal and external stakeholders. Assists stakeholders, as requested, with press releases or special reports spotlighting Health Department initiatives. Creates informative and captivating press releases and media publications for special events and programs. Collaborates with the community and various governmental agencies.

Develops and updates the Davis County Health Department website. Provides in-house training to staff on effective media relations methods. Assists in branding and promotional efforts.

Acts as the Department's local media contact and spokesperson. Facilitates interviews with staff. Responsibilities may include making on-camera appearances.

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

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.

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 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; exercise sound judgment 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.



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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.

*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.***

Approval Information

Date:	08/06/2021
Department Approval:	David Spence
HR Generalist Approval:	Hollie Holley
Classification Approval:	Marina Brito