

Department: Public Health
Classification: Competitive
Grade: 13

SPEC DISK BC
DOCUMENT 41

COMMUNICATIONS SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for all of the Department of Public Health's social media, creating content for social and digital channels, and will support the Departments website, marketing, news media and health equity strategies to provide public health information through all the Health Department channels.

TYPICAL WORK ACTIVITIES: (Illustrative only)

Provides timely, accurate and credible information in response to public health emergencies such as COVID-19;
Provides accurate, credible and actionable information to protect and promote the health of the public;
Responsible for communication planning and issues management as well as all media relations;
Responsible for content on the Public Health Department's website;
May draft media statements;
May compile publications;
Coordinates external and internal communications (memos, newsletters, etc...)

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the practices and techniques of layout, format design, and composition of publications; ability to communicate effectively both orally and in writing; good knowledge of publicity and promotion techniques, good organizational skills; ability to manage conflict professionally; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

(a) Graduation from a regionally accredited or New York State registered college or university or one accredited by the New York State Board of Regents to Grant degrees with a Bachelor's degree in public health, community health, health education, journalism, communication, marketing, public relations or a closely related field and one (1) year of experience in professional level journalism, marketing, advertising, communication or public relations where duties include digital media.

(b) Graduation from high school or equivalency and five (5) years of experience in professional level journalism, marketing, advertising, communication or public relations where duties include digital media.