

# ROWAN COUNTY HUMAN RESOURCES

## JOB DESCRIPTION

**Job Title** : Public Health Education Specialist  
**Department** : Health  
**Revised** : March 2010

**Class** : Professional  
**FLSA** : Non-exempt

*This job description supersedes any prior description for the Public Health Education Specialist classification.*

### **GENERAL DESCRIPTION**

Advanced professional level work that includes planning and implementing a public health education program by performing community assessments, program planning, implementation and involvement, and consultation with other organizations and community leaders and volunteers. Responsible for developing, organizing, and carrying out health education programs with communities and through the health department staff to meet the needs of the citizens of the county. Work involves leading communities through a process of identifying and prioritizing local health concerns and implementing programs and providing educational materials to promote specific health problems. Work is reviewed by the Allied Health Manager and is evaluated through periodic conferences and reports as to the overall effectiveness of the program.

**ESSENTIAL JOB FUNCTIONS** (Any one position may not include all of the duties listed, nor do the listed examples include all tasks which may be found in positions of this class.)

Leads communities through a process of identifying health concerns through Community Health Promotion and Intervention which includes implementing programs to target specific health issues and evaluating the entire process to ensure the programs meet the goals set by the community.

Develops criteria for community selection, determines readiness of the community, identifies and secures community leaders for the program, and develops ways to create community interest.

Trains community leaders and volunteers in needs assessment methods, networking, health data analysis, grant writing, preparing budgets, developing goals, program planning, evaluation, and fund raising.

Advises and assists other public health personnel in planning and carrying out the educational components of agency programs.

Coordinates and implements Rowan County's Wellness Program for County employees.

Prepares, selects, assembles, and distributes health educational and informational materials to local agencies, organizations, and other individuals and groups interested in health programs and problems.

Creates public service announcements, news releases, and feature stories for the press, radio, and television to promote agency programs and services.

Presents information at local health fairs, schools, and community organizations concerning health programs.

### **OTHER JOB FUNCTIONS**

Participates on local boards and councils as appropriate.

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Performs related duties as required.

*Management reserves the right to add or amend duties at any time.*

### **KNOWLEDGE, SKILLS, AND ABILITIES**

Considerable knowledge of the principles and practices of public health and public health education activities.

General knowledge of modern educational theory and techniques in the field of public health education.

General knowledge of community health and human service systems.

General knowledge of display techniques and skill in the arrangement of exhibits.

Ability to work effectively with people on all educational levels and to maintain effective working relationships with community agencies and the public.

Ability to communicate effectively both orally and in writing and to stimulate interest and cooperation among various groups in carrying out a program in public health education.

Ability to develop and conduct quantitative and qualitative surveys and collect, code, analyze, and interpret survey data.

Ability to facilitate the development of organizational structures for health-oriented task forces and community groups.

### **PHYSICAL REQUIREMENTS**

Work is primarily sedentary in nature. Physical requirements include sitting for extended periods of time, walking, bending, stooping, and lifting books and files of approximately 35 lbs or less. Work may include extended periods of time viewing a computer video monitor and/or operating a keyboard. Work may include operation of a motor vehicle. Employee may be exposed to hazardous materials.

### **EXPOSURE CONTROL**

Work activity does not entail predictable or unpredictable exposure to blood or body fluids.

### **MINIMUM EXPERIENCE AND TRAINING**

Bachelor's Degree from an accredited college or university in Health Education and one year of experience in public health education or related field; or a Bachelor's Degree from an accredited college or university and two years of experience in public health education; or an equivalent combination of training and experience. A valid driver's license is required.

**This job description does not create an employment contract,  
implied or otherwise.**