



## GRAND TRAVERSE COUNTY, MI JOB DESCRIPTION

### Community Outreach Coordinator

#### GENERAL SUMMARY

Primary functions of the job are to provide communications and public relations services to external and internal constituents and to develop, recommend, produce, and communicate presentation materials and public outreach activities of the Health Department. Employees in this job have no formal supervisory role, however, may train, guide, prioritize, or lead employees in the designated work unit. Employees work as part of a team and are responsible for ensuring that the team meets its objectives.

Employees must meet the minimum requirements, conditions of employment, and be able to perform successfully all essential duties and responsibilities with or without reasonable accommodations.

This position may require irregular hours. This position may also require travel by the employee in his/her own vehicle.

#### PRIMARY DUTIES AND RESPONSIBILITIES (may include but are not limited to the following)

- Monitors the progress of Medicaid Outreach projects and manages the outreach campaign
- Develops, evaluates, organizes, and implements plans/programs for the community with regard to the Health Department programs.
- Delivers educational presentations to community groups.
- Designs and implements web page updates.
- Designs and develops presentation materials for different forms of media (print, radio, promotional items, press releases, newsletters, brochures, etc.).
- Prepares and maintains records of activities; tracks spending on necessary items within approved budgetary guidelines; compiles data and prepares reports.
- Assesses public outreach activities to determine effectiveness and potential areas for improvement.
- Provides health education, information, and trainings to appropriate individuals regarding programs and services.
- Participates in/on a variety of meetings, conferences, and/or other related groups in order to receive and convey information.

#### EDUCATION, FORMAL TRAINING, AND EXPERIENCE (minimum requirements)

- Bachelor's of Arts Degree in mass communications, or related field
- At least one year of experience in public relations and/or mass communications

#### CERTIFICATIONS, LICENSES (minimum requirements)

- Requires a valid driver's license and personal vehicle insurance and must maintain eligibility to drive as per the County's Vehicle policy.

**CONDITIONS OF EMPLOYMENT** (legal or contractual pre-employment obligations and/or requirements, such as drug testing, background check, etc.)

A background check may be required initially and periodically for an individual hired, transferred, reclassified, promoted, or currently working in this job. Appointment to or continued employment in this job is contingent upon a satisfactory background check which may include, but is not limited to: confirmation of a persons' identity; review of criminal conviction records; verification of educational degree, license, or certificate required for the position; review of Department of Motor Vehicles records; Department of Justice fingerprint scan; and/or drug and alcohol testing as required and allowable by law. A satisfactory background check is defined as the absence of a criminal history record which bears a demonstrable relationship to the applicant's or employee's suitability to perform the required duties and responsibilities of the position.

**DISTINGUISHING CHARACTERISTICS**

Work involves evaluating the relevance and importance of theories, concepts, and principles to develop different approaches or tactical plans to fit specific circumstances where guidelines may not exist, but are flexible and open to considerable interpretation. Analytic skills are needed to interpret and apply guidelines. Errors at this level could cause serious, long-term consequences involving substantial financial costs, significantly reduced service to the public, and/or negative media reaction and could impact others outside of a department and may require the intervention of an agency head to resolve.

This job is not part of a series.

**PHYSICAL DEMANDS, WORK ENVIRONMENT, AND OTHER REQUIREMENTS**

- May be required to reach with hands and arms; sit; stand; talk and hear; use hands to finger, handle, or feel.
- Position occasionally works in an outdoor environment with exposure to weather-related heat and cold, rain, wind, and related elements.
- May be exposed to fumes or airborne particles and infectious diseases.
- May occasionally be required to lift/move up to 50 pounds (such as large boxes of materials and display items).

**KNOWLEDGE, SKILLS, ABILITIES, COMPETENCIES** (minimum requirements)

- Proficiency in English grammar, spelling, punctuation, and simple mathematical functions such as addition, subtraction, multiplication, division, percentages, ratios, etc.
- Knowledge of (or ability to learn) local, state and federal public health laws and regulations
- Knowledge related to the department or function, and general County operation and organization
- Skill in operation of modern office equipment such as personal computer, facsimile, copiers, scanners and telephones, and still and video photography.
- Skill in use of personal computer software, including spreadsheet development, graphic design software, and word processing
- Advanced interpersonal skills necessary to develop and maintain effective and appropriate working relationships with the public, vendors, media contacts, representatives of other agencies, and co-workers.
- Skilled in researching and resolving complex problems
- Ability to speak confidently and knowledgeably in public and to serve as meeting coordinator/facilitator or instructor for individuals with various backgrounds and



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educational levels

- Ability to coordinate, develop, layout and implement public education and outreach programs
- Ability to consistently demonstrate sound ethics and judgment
- Ability to think analytically and apply sound judgment, solve problems, make effective decisions, and act with integrity
- Ability to explain complex policies and processes in layman's terms
- Ability to facilitate and coordinate meetings effectively and efficiently
- Ability to comprehend, process and apply both verbal and written skills appropriate to the job
- Ability to accurately organize and maintain paper documents and electronic files
- Ability to maintain the confidentiality of information and professional boundaries
- Able to use County resources effectively and efficiently