

Position: Health Educator/Communications Specialist

Date Revised: July 2024

Department: Environmental Health

Reports To: Environmental Health Director

SUMMARY OF JOB DESCRIPTION:

Provides health education programs that will promote, maintain, and improve individual and community health, collect and analyze data to identify community needs, develops marketing/publicity fliers, billboards, radio, newspaper, and social media posts for the agency, maintains agency's website, serves as the health department's HIPAA Officer and Public Information Officer.

JOB DUTIES AND RESPONSIBILITIES:

Essential Job Duties:

- Help plan, implement, organize, promote, coordinate, and administer programs for the health department's various funding sources
- Develop, prepare, and coordinate grant applications and grant-related activities for health education programs
- Design, set-up, and staff various display booths for promotional activities and health events throughout the county
- Participate in community based and social service organizations committees to network, promote health department programs and services, and collaborate to provide appropriate health related events
- Maintain a current list of other community organizations and their services
- Correlates information received from agency staff for the Annual Report
- Serve as a liaison between this agency and others in an overall effort to increase referral resources, promote networking, and to reach the community
- Serves as the agency's spokesperson with the media and works with the media on a regular basis through the news releases, interviews, and advertisements
- Design brochures, fliers, billboards, pamphlets, radio ads, newspaper ads, etc. for the various programs within the agency
- Responsible for coordinating and implementing community health improvement initiatives consistent with local Community Health Improvement Plans (IPLAN/CHNA)
- Participates in development, implementation, and evaluation of the agency's Illinois Plan for the Local Assessment of Needs (IPLAN). Evaluates effectiveness of interventions in attaining goals.
- Investigate and promote best/promising public health practices to address social determinants of health that are relevant to Hancock County needs and conditions and assure the dissemination of information via policy briefs and presentations
- Help to answer questions regarding the Environmental Health Division programs and assist Environmental Health staff with program documents

- Develops and maintains effective working relationships with local community health system leaders, elected officials, nonprofit organizations, employers, and policy makers
- Maintains confidential personal information that must be safeguarded to prevent damage to client's lives or reputations.
- Oversees the development, updating, and implementation of the health departments privacy policies, procedures, protocols and forms as they relate to HIPAA with federal and state laws
- Oversees the implementation of and compliance with the HIPAA privacy rule
- Conducts initial and periodic assessments of the health departments compliance with the HIPAA privacy rule and develops and implements policies and protocols to correct any deficiencies found
- Works with legal counsel and members of the health department's workforce to achieve and maintain compliance with the HIPAA privacy rule and the health department's privacy policies, protocols, and forms
- Serves as the health department's internal privacy consultant for all members of the health departments workforce
- Initially and on an ongoing basis thereafter identifies business associates of the health department and reviews all arrangements with them
- Oversees the developments, implementation, periodic review and updating of appropriate administrative, technical, and physical safeguards to protect the privacy of protected health information
- Maintains knowledge of the HIPAA privacy rule, applicable state law, and developments thereto, as they relate to the health department
- Serves as the health department's management contact for any governmental contact, investigation or review of the health department's compliance with the HIPAA privacy rule
- All Hancock County Health Department employees have an emergency response role and may be expected to respond to threats to the public's health; these may include, but are not limited to, requirements to work longer shifts, nights or weekends, and to perform duties different than the daily routine. Collaborates in the development of and contributes to individual, team, and Departmental quality improvement and evaluation activities.
- Utilizes sound judgment and caution in communications with individuals inside and outside the Department.
- Assumes responsibility for professional development and job-related competency
- Other duties as assigned.

Non-Essential Job Duties:

- Attempts to recruit volunteers

EDUCATION, EXPERIENCE, AND OTHER JOB REQUIREMENTS:

- Bachelor's degree in health education, communications/marketing, or closely related field
- Two years experience in the application of public health or related field preferred
- Must possess strong communication and interpersonal skills to effectively work with all levels of management, various outside agencies/businesses and personnel.
- Requires the ability to assess community needs, formulate plans to meet needs, and effectively engage community stakeholders in community health improvement strategies
- Must possess excellent verbal and written communication skills
- Must have excellent problem solving, decision making, critical and analytical thinking skills
- Must have completed OSHA standard requirements training.
- Current Illinois driver's license, proof of auto liability insurance and access to reliable transportation.
- Must have ability to maintain confidentiality

WORKING CONDITIONS:

- Exposed to blood borne pathogens
- Worker subject to conditions that affect the respiratory system or the skin such as fumes, odor, dusts, mists and gases
- Occasional overnight travel and transportation of outreach supplies to and from events
- Will be required to work outside of the health department's normal business hours, some nights, and weekends

PHYSICAL REQUIREMENTS:

- Employee may be required to engage in the following movements while performing job duties: standing, walking, stooping, carrying, reaching; some of which may be repetitive.
- Exerts up to 30 pounds of force occasionally and/or a negligible amount of force constantly to move objects.
- Must have hearing and speaking ability sufficient enough to communicate with others in person and over the telephone.
- Must have visual ability sufficient to read and complete reports and correspondence and to operate a vehicle.
- Performs highly complex and varied tasks requiring independent knowledge, its application to a variety of situations, as well as exercise of independent judgment.

Health Educator/Communications Specialist/Date

Environmental Health Director/Date

Administrator/Date