

TOWN OF SUDBURY
Position Posting
**Regional Health
Communications Specialist**
Board of Health
Part-time

The grant funded part-time (19 hours per week) position will help to strengthen the delivery of public health services and preventive measures in a regional approach for the towns of Sudbury, Wayland, Weston, Concord, Carlisle, Lincoln and Bedford, otherwise known as the Great Meadows Public Health Collaborative.

This person will support local health in addressing health disparities and improving population health. The RHCS will support the overarching work of the Collaborative by developing, implementing, and evaluating communication materials and programs to effectively communicate resources, information, events, and education to Great Meadow residents. They will establish and oversee marketing strategies with an emphasis on project planning, development, implementation, and evaluation of materials and campaigns.

The ideal candidate should have communications and social media experience, and be knowledgeable in public health, disease prevention, and the social determinants of health. Must be able to translate complex information into products and messages that are easy to understand.

Candidates must meet minimum requirements contained in job description posted at <http://sudbury.ma.us/departments/HR> .

Starting salary is \$35.76 to \$40.12/hr with full range to \$47.03. Email letter of interest and resume to Vivian Zeng zengv@sudbury.ma.us. Resumes *accepted until Friday, January 26, 2024 at noon*.

AA/EOE

See detailed Job Description below.

Regional Health Communications Specialist (RHCS) *Part-Time*

Position Purpose:

This grant funded position serving a regional approach for the towns of Sudbury, Wayland, Weston, Concord, Carlisle, Lincoln, and Bedford otherwise known as the Great Meadows Public Health Collaborative. The Regional Health Communications Specialist will help to strengthen the delivery of public health services and preventive measures throughout the Great Meadows Public Health Collaborative. This person will support local health in addressing health disparities and improving population health. The RHCS will support the overarching work of the Great Meadows Public Health Collaborative by developing, implementing, and evaluating communication materials and programs to effectively communicate resources, information, events, and education to Great Meadow residents. They will establish and oversee marketing strategies with an emphasis on project planning, development, implementation, and evaluation of materials and campaigns. The ideal candidate should have communications and social media experience, and be knowledgeable in public health, disease prevention, and the social determinants of health. Some health communications topics include, but are not limited to, event promotion, COVID-19, influenza, health insurance, food access, disease prevention, arbovirus, and climate change. The communications specialist must be detailed-oriented and possess strong listening, writing, collaboration, and organizational skills. This person must be able to translate complex information into products and messages that are easy to understand.

Supervision:

Works under the general direction of the Director of Public Health, and in accordance with the established state mandates, department rules, regulations, policies and procedures; works independently to complete assigned tasks.

Performs varied and responsible functions requiring a thorough knowledge of Public Health regulations; exercises judgment and initiative; refers more difficult issues or situations to the Director of Public Health.

Job Environment:

Most work is performed in typical office conditions, with regular attendance at off-site meetings. The employee operates standard office equipment. Employee is exposed to various weather conditions when traveling for the job.

Utilizes and operates computers and other office equipment as needed; operates a motor vehicle.

The employee has regular contact with the general public, other town inspectional personnel, and state regulatory agencies. Communication is by telephone, e-mail, in person, and in writing. Contacts require patience, tact and discretion.

Errors could result in injury or death, endangerment of public health and safety, delay or loss of services, poor public relations and legal repercussion.

Essential Functions:

The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

Additionally, as a shared service position, some functions or duties may be performed as a lead role and others may be performed in an assistant role to a health department's current inspectional staff.

- Plan, implement, and evaluate marketing and outreach efforts
- Establish infrastructure for cross-jurisdictional sharing of public health services to create the foundation for meeting current and future statutory and regulatory obligations
- Produce and disseminate communication products, tools, events, activities, and resources to engage external and internal audiences
- Administer local medical and non-medical volunteer groups
- Establish and provide leadership, direction, and management of community health strategies
- Establish and maintain cooperative and collaborative relationships with local health directors, shared services staff, community partners, and residents
- Serve as a liaison to the Health Department's several collaborating public health and healthcare agencies throughout the region
- Collaborate with local health directors, shared services staff, community partners, and residents to integrate messaging research into communications efforts
- Collect data from programs, partners, and staff to inform the development of health communications strategies and products
- Promote events, programs, and services
- Monitor and track deliverables and resolve issues
- Demonstrate cultural humility
- Perform duties in a culturally- and linguistically-appropriate manner
- Support special projects and other duties as assigned
- Support department personnel with public health emergency responses and crisis

Minimum Qualifications:

- Education:
 - Bachelor's Degree in public health or a related field
 - RN preferred
- Work Experience:
 - At least one year of related experience in public health is preferred
 - Equivalent combinations of experience and education that provide the necessary skills will be considered
- Skills, Knowledge, and Abilities:
 - Valid Massachusetts Driver's License, Class D
 - Demonstrate interpersonal skills such as diplomacy, patience, and politeness
 - Assure efficient and timely completion of projects and activities

- Knowledge of public health principles and practices, such as health promotion, disease prevention, public health statistics, communicable disease, social determinants of health, health equity, etc.
- Understanding of, commitment to and ability to integrate principles of diversity, cultural competence and cultural humility, as well as the social determinants of health, related to health equity into work and relationships
- Knowledge of social media strategies and marketing strategies
- Knowledge of design programs, such as Canva or Adobe InDesign
- Knowledge of basic design principles
- Ability to design and disseminate communications and promotional materials
- Ability to translate complex topics into easy-to-understand materials
- Ability to communicate effectively by speech and in writing with people of diverse backgrounds and cultures
- Ability to collaborate with programs and team members across the region
- Ability to prioritize and re-prioritize work and manage changes effectively
- Ability to work effectively with minimum supervision
- Ability to maintain sensitive information in a confidential manner
- Ability to communicate effectively orally and in writing with people of diverse backgrounds and cultures
- Ability to work effectively with minimum supervision
- Commitment to the role of public health in promoting racial justice and health equity
- Excellent interpersonal, verbal, and written communication skills
- Strong organizational skills, ability to prioritize and to multi-task

Physical Requirements:

Moderate physical effort is required to perform duties under various environmental conditions, both indoor and outdoor. Mobility across rough terrains is required. The employee is frequently required to sit, stand, walk, speak, hear, and use hands to operate equipment. Vision requirements include the ability to read and analyze documents, use inspectional tools/equipment in the field, and use a computer.

(This job description does not constitute an employment agreement between the employer and employee, and is subject to change by the employer, as the needs of the employer and requirements of the job change.)