



## POSTION DESCRIPTION

<b>JOB TITLE:</b> Community Relations Specialist	<b>DEPARTMENT:</b> Community Outreach
<b>FLSA STATUS:</b> Non-Exempt	<b>LOCATION:</b> Branson
<b>DATE:</b>	<b>REPORTS TO:</b> Community Outreach Manager

### JOB SUMMARY

The Community Relations Specialist serves as a representative and liaison for Taney County Health Department in community engagement activities. Key outreach responsibilities include attending community meetings, developing and implementing health education strategies, and promoting public health initiatives. As the Public Information Officer for the department, this individual manages public health messaging, coordinates with media, and ensures culturally competent communication through various channels.

### ESSENTIAL DUTIES, FUNCTIONS, AND RESPONSIBILITIES

- ❖ **Community Outreach Related Activities – 50% of time**
  - Acts as a TCHD representative and liaison with various community coalitions and community engagement activities
  - Participates in community meetings and events to share public health information and resources.
  - Assists with development and implementation of TCHD community outreach and health education strategies and plans.
  - Works with Community Outreach Division Manager to promote public health initiatives and to develop coalitions and collaboration in the community
  - Develops and provides presentations to community groups, radio programs, and other groups
  - Leads Community Health Improvement Planning efforts to conform to public health accreditation and department standards
  - Assists with coordination and completion of Community Health Assessment efforts to conform to accreditation and department standards
  
- ❖ **Public Information Related Activities – 40% of time**
  - Acts as the Public Information Officer for the department in developing public health messages and disseminating messages internally and externally for routine and emergency situations
  - Prepares press releases and distributes to media assuring for timeliness and accuracy
  - Coordinates public health messages with division managers and community partners
  
  - Plans and leads message development and dissemination through social media and website channels, assuring for alignment with organizational branding strategies

- Work with diverse community groups to ensure culturally competent programs and messages are developed using social marketing and other strategies
- ❖ **Accreditation Related Activities – 10% of time**
  - Maintains an understanding of various public health accreditation requirements and aids in the collection of required documentation for assigned Domains.
  - Participate on internal accreditation teams to ensure timely and thorough completion of accreditation requirements
  - During site visits, acts as a backup liaison providing documentation, answers, and clarification as requested assuring for professionalism

### **TCHD GENERAL PUBLIC HEALTH RESPONSIBILITIES**

- Must in engage in the TCHD Strategic plan including development, planning and implementation
- Must incorporate TCHD core values of caring, protecting and serving into everyday responsibilities
- Must participate in Continuous Quality Improvement at TCHD by promoting, planning, and/or implementing.
- Must participate in planning and execution of your division Performance management goals.
- Must establish individual performance and professional goals and must accomplish these goals on a yearly basis
- Must take a core competency assessment every 3 years and must establish and create and complete a training plan for improvement.

### **EDUCATION & RELATED EXPERIENCE**

- Bachelor's degree in public relations or a related field
- Preferred Minimum of 2 years experience in public health, community relations, or a related field
- Valid Missouri Driver License and daily access to a reliable and insured vehicle.
- Must be able to drive to multiple locations, community meetings, and trainings
- Must be able to work flexible hours, including some evenings and weekends, as required by community events and activities

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

- Excellent verbal and written communication skills, with the ability to articulate complex ideas effectively to diverse audiences
- Strong interpersonal skills and the ability to build rapport with individuals from various backgrounds and cultures.
- Creative thinking and problem-solving skills to develop innovative community engagement strategies
- Ability to work independently and collaboratively, managing multiple projects with competing deadlines.
- Excellent organizational skills and attention to detail.

- Strong analytical and problem-solving skills including conflict resolution
- Proficient in social media platforms and other digital communication tools
- Proficient with Microsoft Office Suite or related software.

**PHYSICAL REQUIREMENTS**

PHYSICAL TASK	PHYSICAL REQUIREMENTS	FREQUENCY
Sitting	Must be able to remain in a stationary position for long periods of time.	Frequently
Standing	Must be able to remain in a vertical or upright position for long periods of time.	Frequently
Walking	Must be able to move about the work area, from one area to another to perform duties and assist clients.	Frequently
Lifting	Must be able to raise up to 20 pounds of supplies from a lower to a higher position or horizontally from position to position.	Occasionally
Carrying	Must be able to move 20 pounds of documents, supplies, and other equipment from one area to another.	Occasionally
Reaching	Must be able to extend upper extremities in an upward or downward direction to pick up files, work supplies, or other items.	Occasionally
Seeing	Must have visual acuity to make observations and work on a computer.	Constantly
Talking	Must be able to communicate verbally with co-workers, clients, and the general public to exchange information, respond to questions, and solve problems.	Constantly
Hearing	Must be able to receive information through oral communication.	Constantly

**WORKING CONDITIONS**

Most duties are performed in an office environment. The office work environment is usually a well-lighted environmentally controlled indoor environment with a moderate level of noise. Work hours may vary depending on the operational activities and required duties. The Director may at times have to address urgent issues outside of regular working hours.

**This job description is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. The responsibilities, tasks, and duties may differ from those outlined in the job description and other duties, as assigned, may be required. This document does not create an employment contract. Employees are employed on an “at-will” basis and may be terminated at any time. Consistent with all federal and state disability laws, the Taney County Health Department will provide reasonable accommodation when requested by a qualified applicant or employee with a disability, unless such accommodation would cause undue hardship to the organization.**

I have read and understood this positions description.

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Employee Signature

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Date

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Managers' Signature

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Date