

**NORTHERN KENTUCKY HEALTH DEPARTMENT  
JOB POSTING**

**JANUARY 10, 2019**

**PUBLIC INFORMATION SPECIALIST [Code: PISP]**

The Northern Kentucky Health Department is accepting applications for a Public Information Specialist to perform a variety of marketing and communications functions and support internal planning functions for the Health Department. This position is based at our District office in Florence, KY but may travel outside and inside our four-county district.

**Status:** Full-time non-exempt (paid hourly salary) merit system position  
**Classification:** Public Information Specialist  
**Band:** 7  
**Pay Rate:** \$19.00 to \$26.30/hour (based on similar experience)  
**Reports to:** Public Health Impacts Administrator

**Essential Functions include, but are not limited to:**

1. **Performs technical aspects of Health Department communications.** (Drafts and posts social media messages and monitors Health Department social media for comments that require responses or to ensure appropriateness consistent with Health Department social media policies. Changes and maintains website content and processes webmaster e-mails. Develops written documents and reports intended for internal audiences as directed or requested including but not limited to monthly staff/Board newsletter (News-n-Views), operations plans and operational reports. Assists Senior Staff with drafting internal messaging as needed. Develops written documents and reports for external audiences including but not limited to the annual report, *What's Happening* articles, and others.)
2. **Implements the branding and marketing of Health Department.** (Drafts internal and external print and electronic communications (including but not limited to e-mails, news releases, newsletters, public service announcements, guest columns, speeches/presentations, reports, etc.) Drafts hard copy and electronic materials and campaigns (including but not limited to brochures/flyers, billboards, print and electronic advertisements, etc.) to promote projects, services, and events. Serves as point of contact for community outreach efforts such as health fairs, local fairs/festivals, speaking opportunities/presentations, etc. Acquires, uses, and disseminates branding and marketing materials for Health Department. Takes photos and videos at events. Archives and maintains inventory of branding and marketing materials for Health Department including but not limited to templates, photos, brochures/flyers, billboards, advertisements, and promotional items.)
3. **Supports media relations for the Health Department.** (Drafts and releases media releases, alerts, and advisories for the Health Department. Assists the Public Health Impacts Administrator with all media requests for information and data as needed. Assists the Public Health Impacts Administrator in connecting requests for interviews with appropriate individuals, preparing them with presentations, talking points and key messages. Monitors and disseminates media coverage for news related to Health Department/public health issues.)
4. **Supports internal planning functions for the Health Department.** (Assists in gathering information for the development of the Health Department strategic plan. Edits/proofreads agency planning documents including but not limited to the Community Health Assessment (CHA), Community Health Improvement Plan (CHIP), strategic plan, progress reports, and accreditation narratives and documents. Assists in tracking data entry and information acquisition for CHIP, strategic plan, performance management/Quality Improvement (QI), and accreditation reporting requirements.)
5. **Completes special projects.** (Responds to public health emergencies as assigned. Completes other special projects.)
6. **Performs other duties.** (Attends work as scheduled or use approved leave. Collaborates in and contributes to individual, team, and/or organizational quality improvement and evaluation activities. Participates in internal and external meetings. Serves on internal and external committees. Completes timecard. Completes travel reports. Completes required training. Completes other assigned duties.)

**Minimum Pre-Hire Qualifications:**

A valid, active driver's license, reliable transportation and either of the following is required prior to appointment date:

- A Bachelor's degree in Communications, Public Relations, Journalism, Marketing or closely related field from an accredited university/college.
- The equivalent combination of experience and education sufficient to successfully perform the essential functions of the job.

**Minimum Post-Hire Qualifications:**

Must complete job-specific training as assigned.

**Desired Qualifications:**

Same as above plus prior Public Health experience.

**To Apply:**

Apply through CareerBuilder ONLY (www.careerbuilder.com).

Paper applications, faxed applications, and e-mailed applications will be discarded without consideration.

For immediate consideration apply by 5:00 P.M. EST on 1/18/2019.

Applications will be accepted as long as the position is posted on CareerBuilder.

Please reference code PISP on any attachments or correspondence. No phone calls, paper applications, or paper resumes please. Selection will be made by interview(s) and/or review of submitted documentation, which must indicate that applicant meets minimum qualifications. Applicant will be required to provide samples of prior work and complete a skills test. Criminal background check will be required. Failure to meet any of the selection criteria shall disqualify an applicant.

**Northern Kentucky Health Department Human Resources – PISP**

**web: [WWW.NKYHEALTH.ORG](http://WWW.NKYHEALTH.ORG)**

**EEO/M/F/Vets/Disabled/H**