

BRANCH-HILLSDALE-ST. JOSEPH COMMUNITY HEALTH AGENCY

JOB DESCRIPTION

HEALTH EDUCATOR

Supervised By: Health Education & Promotion Supervisor

Supervises: None

FLSA Status: Non-exempt

Position Summary:

Under the supervision of the Health Education & Promotion Supervisor, is responsible for promoting and maintaining the Community Health Agency's programs. Participates in community collaborative efforts to improve health outcomes by assisting individuals, agencies, and communities to adopt healthy behaviors. Manages the agency's marketing, communications, and social media presence. Collects and analyzes data to identify community needs. Plans, coordinates and implements programs designed to encourage healthy lifestyles. Supports policies, systems, and environmental changes.

Essential Job Functions:

An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.

1. Confers with agency staff and various area health, social, public and educational organizations to identify and explore opportunities for health education interventions.
2. Develops marketing campaigns for services and programs including distribution of news releases, public service announcements, presentations, video content, printed promotional materials, and social media campaigns. Maintains and edits agency website as needed.
3. Develops educational materials promoting community health issues and health department activities for use in-house and throughout the community.
4. Implements health education activities throughout the agency, and assists interested individuals and groups with program implementation throughout the district. This may include public speaking and small group facilitation.
5. Serves as a community resource on local and/or state task forces/committees related to health education. This may include development of task forces and committees to address community needs.
6. Works with state agencies and organizations to improve health education quality throughout the district. Develops and maintains cooperative working relationships with agencies and organizations.
7. Prepares required reports and plans for submission to Supervisor and appropriate agencies. Assists Supervisor in grant management, maintaining a database of documents

- to ensure conformity with grant requirements and accreditation standards ensuring measures are met.
8. Keeps abreast of legislative and regulatory developments, new administrative techniques, and current issues through continued education and professional growth. Attends conferences, workshops, and seminars as appropriate.
 9. May work at multiple facilities, necessitating travel, on weekends, and/or hours outside of normal business hours.
 10. Performs other duties as directed.

Required Knowledge, Skills, Abilities and Minimum Qualifications:

The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.

Requirements include the following:

- Bachelor's Degree in health education or related field.
- One or more years of experience in health education and/or health programming.
- The Community Health Agency, at its discretion, may consider an alternative combination of formal education and work experience.
- Michigan Vehicle Operator's License.
- Thorough knowledge of the principles and practices of public health, administering and managing health education and health promotion programming, applicable local, state and federal laws and rules, budgetary management, and health planning.
- Experience in assessing needs, assets and capacity for health education, promotion, planning, implementing and evaluating programs.
- Skill in media relations and the use of social media.
- Skill in providing health education services, advocating for health and health promotion and administering and managing health education to the public.
- Skill in assembling and analyzing data, preparing comprehensive and accurate reports and formulating policy and service recommendations.
- Skill in effectively communicating ideas and concepts orally and in writing, and making presentations in public forums.
- Skills to provide excellent customer service to all internal and external clients, entities, and departments.
- Ability to critically assess situations and solve problems, and to work effectively under stress, within deadlines, changes in work priorities, and in emergency situations.
- Ability to establish effective working relationships and use good judgment, initiative and resourcefulness when dealing with others.
- Skill in the use of office equipment and technology, including Microsoft Suite applications, software programs utilized by the Community Health Agency, multiline

phone systems, social media platforms, and the ability to learn new software programs and equipment applicable to the position.

Physical Demands and Work Environment:

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to communicate in person and by telephone, read regular and small print, view and produce written and electronic documents and enter data on a computer keyboard with repetitive keystrokes. The employee must be mobile in an office setting, with the ability to stand, sit, stoop and kneel, use hands to sort, handle, or feel and reach with hands and arms. The employee must lift or push/pull objects of up to 50 lbs. without assistance. Accommodation will be made, as needed, for employees required to lift or move objects that exceed this weight.

The typical work environment of this job is an office setting where the noise level is quiet and sometimes moderate. Though applicable safety procedures are documented and utilized, the incumbent may be exposed to unsanitary or unhygienic materials, individuals and situations in the course of performing required duties. Travel is also required of the position.

In an emergency, this position will be responsible for managing agency communications to the public, and may be deployed to the field in a mission specific role which may include the role of vaccinator, environmental health staff, administrative support staff, distribution node (DN) staff, or points of dispensing (POD) staff. The Agency is part of the National Response Framework, established by the Federal Emergency Management Agency, and as such, employees are required to complete emergency response training courses and participate in drills and exercises.

X

Employee Signature

X

Date

By signing, I acknowledge that I have reviewed this *job description*. I understand my *duties and responsibilities*, I am able to perform the essential functions as outlined.

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The Branch-Hillsdale-St. Joseph Community Health Agency provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Health Educator