



Program Manager – Public Information, Quality Improvement, and Assessment

Job Description

Department: Health
Position: Career Service
Grade: 727
Supervisory: Supervisor
Reports to: Health Promotions Director

Summary

Under general guidance and supervision of the Health Promotions Director, supervises, coordinates, and implements public information, equity, quality improvement, and assessment needs for the Utah County Health Department. Supervises and provides leadership to Health Education Technicians and Health Educators in assigned programs. Assists with developing the Utah County Health Department's (UCHD) capacity to provide needed health/risk information to the public and key partners during manmade disasters, natural disasters, and other public health emergencies.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Supervise, plan, coordinate, and evaluate the work of assigned personnel; oversee training and ensure work is completed accurately and efficiently; conduct staff meetings.
2. Participate in staffing decisions related to the hiring and retention of assigned personnel and the administration of disciplinary action in accordance with County policy and procedure.
3. Evaluate performance and conduct performance appraisals.
4. Prepare and submit grants to secure funding for assigned programs.
5. Ensure compliance with awarded grant activities and requirements for continued funding; monitor conditions of awarded grants; submit reports and other documentation, as required.
6. Assist Division Director with annual budget preparation, ongoing monitoring of program revenues, expenditures, and material replacement needs.
7. Ensure effective operation of the Division and/or assigned program(s); design, implement, and evaluate school curricula, clinic education, community classes, and multimedia and Web 2.0 initiatives; perform duties of Health Education Technicians and Health Educators, as needed.
8. Oversee and supervise disparity reduction efforts to help reduce gaps in health improvement among all Utah County residents and vulnerable populations.
9. Oversee and supervise the department's quality improvement initiatives.

For Office Use Only

Job Code: 2240

Job Title: Program Manager – Public Information,
Quality Improvement, and Assessment

FLSA: Exempt

Effective Date: 9/18/2023

Public Safety: No

Worker's Compensation: Clerical

Background Level: II

Safety Sensitive: No

DOT: No

ML: Supervisor

10. Serve as an expert resource to others within the UCHD; standardize program planning procedures; recommend policy implementation and program changes to the Division Director – Health Promotion; coordinate activities with state, federal, and local agencies.
11. Respond to media inquiries, including coverage of controversial issues affecting public policy, public health, or the image of the UCHD.
12. Promote understanding the UCHD and its programs; educate the public about programs, services, rules, regulations, and policies approved by the Board of Health and implemented by Divisions and Bureaus within the UCHD; utilize media sources and other public relations and marketing vehicles, as needed; facilitate responses to web comments and make appropriate referrals within forty-eight (48) hours.
13. Conduct awareness and outreach campaigns; coordinate and monitor social media efforts, town hall meetings, focus groups, and community outreach to civic organizations, schools, businesses, and special ethnic and cultural groups; plan, organize, and conduct news conferences, as needed.
14. Develop custom publications to multiple media outlets, including press/news releases, videos, infographics, and other visual communication; produce effective and culturally appropriate materials.
15. Monitor media and community environment to detect emerging health issues; analyze the potential impact of these issues on the UCHD and related programs.
16. Establish critical baseline information about the current communication needs and barriers within individual communities in Utah County.
17. Evaluate the impact of communication on public health practice and community behaviors; establish mechanisms to track and monitor message dissemination and exposure, media coverage, audience feedback, and changing communication issues and practices.
18. Identify and implement effective channels of communication to reach the general public and special populations at all times, including during public health emergencies; evaluate communication and information needs; conduct community health and emergency needs assessments, as needed.
19. Educate the public regarding exposure risks and effective public response to disease prevention and control, public health emergencies, and natural disasters; develop information dissemination plans, procedures, and protocols, as needed.
20. Identify key public health spokespersons within the department and ensure their competency, awareness, and ongoing training necessary to effectively communicate with the public and media regarding UCHD programs and services or to prepare for and respond to public health emergencies; and to act as spokesperson for the UCHD, as needed.
21. Work in conjunction with the Executive Director, Emergency Coordinator, and Epidemiology Staff to identify resources and plans for all-hazards and emergency response; review appropriate risk communication strategies and resources.
22. Assist the Emergency Coordinator with developing operational drills and/or exercise scenarios designed to train, test, and evaluate risk communication concepts or standard operating guidelines.
23. Oversee and develop the department’s annual report.

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24. Assess existing standard policies, procedures, and legal authorities and agreements for conducting department-wide media relations and risk communication; ensure that consistent and accurate information is disseminated.
25. Respond to public health emergencies as required by the department or division administration; carry provided pager, cellular phone, or other emergency communication devices during all work hours and at all other times when unavailable by phone.
26. During times of emergency or pandemic, job duties may be modified as needed, and may be significantly different from primary duties.

Knowledge, Skills, and Abilities

- Considerable knowledge of media and public relations principles, theories, and practices
- Knowledge of program planning, implementation, and evaluation
- Knowledge of public health terminology, methodology, organization, and practices
- Knowledge of epidemiology and communicable diseases
- Knowledge of proper grammar, spelling, and punctuation
- Highly skilled in content creation
- Skilled in making professional presentations
- Skilled in website design, maintenance, and administration
- Skilled in basic videography
- Skilled in supervisory techniques
- Skilled in budget preparation
- Skilled in grant writing and reporting requirements
- Skilled in conducting research from multiple information resources
- Skilled in using style and editing techniques
- Skilled in promoting programs and services through social media platforms and other electronic resources
- Skilled in leading quality improvement and disparity reduction efforts
- Skilled in writing and creating technical reports, press releases, brochures, infographics, and informational pamphlets
- Ability to learn current principles, practices, and techniques involved in public relations and emergency management/risk communication
- Ability to monitor grant and program expenditures and revenues
- Ability to establish and maintain effective relationships with those contacted during the course of work activities
- Ability to communicate effectively verbally and in writing
- Ability to work well under pressure and manage high stress environments with impending deadlines
- Ability to collaborate with outside agencies on shared projects and in team situations
- Ability to manage multiple tasks

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Supervisory Responsibility

This position has direct supervisory responsibility and does serve as a coach and mentor for other positions in the department.

Work Environment

Work is generally performed in an office or other environmentally controlled room but is occasionally performed for sustained periods outdoors, which may include hot, cold, or inclement weather. Work occasionally exposes incumbent to contagious or infectious diseases and may occasionally require the use of protective devices such as masks, goggles, and/or gloves. Work occasionally exposes the incumbent to high-stress situations, including contact with the public in uncomfortable, confrontational, and emotionally charged circumstances. This role routinely uses standard office equipment such as a laptop, desktop, smartphone, photocopiers, shredders, and filing cabinets. The noise level in the work environment is usually moderate. The incumbent may be required to drive Utah County owned vehicles in the course of conducting County business and must abide by the Utah County Vehicle Policy.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is required to use manual dexterity to handle, feel, and operate objects, tools and controls, and reach with hands and arms. The employee is frequently required to stand, talk, and hear. Specific vision abilities by this job include close vision, ability to adjust focus, and ability to distinguish between different shades of color and patterns. The employee is required to type, file, and lift office supplies up to thirty (30) pounds. The employee frequently drives a motor vehicle.

Position Type/ Expected Hours of Work.

Incumbent must work eighty (80) hours each pay period to maintain full-time status. There may be availability to work out a flex schedule ahead of time that works for both the County and the employee. Occasional evening and weekend work may be required as job duties demand.

Travel

Travel is primarily local during the business day, although some out-of-area and overnight travel may be expected, up to five (5) percent.

Required Education and Experience

1. Bachelor's degree in Mass Communication, English, Journalism, Public Relations, Health Education, or a related field.
2. Four (4) years of work experience in journalism, public relations, or health education.
3. Equivalent combinations of education and experience may also be considered.

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Preferred Education and Experience

- 1. Preference may be given to applicants with supervisory or lead experience.

Additional Eligibility Qualifications

- 1. Incumbents may be required to complete training courses as recommended and made available through the Utah Comprehensive Emergency Management (CEM) Division and the Federal Emergency Management Agency (FEMA).
- 2. Incumbent must successfully complete Basic Public Information Officer Training within one (1) year of employment in this classification.
- 3. Applicants must possess a valid driver’s license and obtain a valid State of Utah driver’s license within sixty (60) days of employment.
- 4. Selected applicants will be required to submit to a pre-employment drug screen and background check.
- 5. Selected applicants shall be strongly encouraged to receive immunizations according to the Center for Disease Control and/or County Health Department Policy.

AAP/EEO Statement

It is the policy of Utah County Government to assure equal employment opportunity to its employees and applicants for employment without regard to race, color, religion, national origin, disability, age, sex, sexual orientation, genetic status or gender identity.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee of this job. Duties, responsibilities, and activities may change at any time.

Utah County Government is a drug-free workplace.

Acknowledgement below to be completed after an offer has been extended and accepted.

This job description has been approved by the Office of Human Resource Management in consultation with the Department Head.

Signature below constitutes an understanding of the requirements, essential functions and duties of the position.

Candidate / Employee _____ Date _____

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