

**Williamson County and Cities Health District  
Operations Branch  
Public Health Communications and Marketing Director  
Job Description**

**Position Summary:**

Under the direct supervision of the Deputy Director of Operations, the Public Health Communications and Marketing Director will perform highly advanced communication and marketing work. The Public Health Communications and Marketing Director is responsible for building and maintaining positive relationships with the public as well as with organizations and governmental entities that help support the District's mission and vision. Serve as the key spokesperson and media contact for the District. Manage and direct internal and external communications; facilitate meetings, create communication strategies including the use of social media, and generate press releases. Ensure compliance with *Transforming Texas: Healthy People in Healthy Community* grant requirements. In addition, work involves coordinating, developing and implementing trainings for both Williamson and Burnet Counties in order to improve the health of the community and promote and protect the health of individuals and families. This position works under minimal supervision with extensive latitude for the use of initiative and independent judgment.

**Duties, Functions, and Responsibilities:**

Essential duties and functions, pursuant to the Americans with Disabilities Act, may include the following. Other related duties may be assigned.

Each WCCHD employee's job description lists the specific tasks to be accomplished by the position the employee is filling at WCCHD. The WCCHD Employee Responsibilities are a set of general expectations for employees about how they should work with each other and the public we serve. Each employee must sign an acknowledgement that they have been informed, understand, and agree to abide by these expectations. Violation of these responsibilities may lead to implementation of WCCHD's disciplinary procedures.

**50% Communications and Public Information**

- Serves as liaison to media and other agencies to provide up to date and accurate information and coordinate media visits
- Working with WCCHD subject matter experts, prepares and releases information to the news media and public regarding WCCHD's activities and events
  - Coordinates the timing of information being released with community stakeholders when appropriate
  - Plans for simultaneous release of messages through different forms of media
- Coordinates response to inquiries regarding WCCHD activities specifically for those related to the Transforming Texas grant
- Oversees the planning, facilitation and implementation of trainings, workshops, seminars, conferences
- Prepares and delivers speeches, drafts press releases, and conducts press conferences and related meetings
- Consults and advises Executive Leadership Team and staff about public information options and programs

- May participate and assist in composing and conducting usability assessments and testing of web and other informational materials
- Researches sources to ensure the completeness and accuracy of printed materials
- Creates communication strategies including the use of social media
- Meet with groups and management to identify and address specific concerns and issues related to tobacco free policies
- Participate in monthly technical assistance calls
- Works collaboratively with community agencies to disseminate information about needs and resources,
- Works cooperatively with WCCHD staff and other agencies to educate the community regarding health issues.
- Works with Deputy Director of Operations for coordinating, developing, changing and/or clarifying policies, procedures, protocols, planning and evaluating programs as it relates to communication and marketing
- During public health emergencies serves as public health representative at a Joint Information Center or as assigned by the Health Authority or Incident Commander

#### **45% Marketing and Outreach**

- Develops, plans and implements marketing and promotional strategies
- Designs, edits and approves promotional materials for marketing effectiveness
- Recommends and administers marketing policies and procedures
- Researches and develops strategies and plans that identify marketing opportunities
- Establishes, implements, and administers short and long range goals, objectives, policies and operating procedures
- Provides guidance on effective methods of marketing program
- Creates or participates in the selection of drawings, charts, graphs, photographs, posters and other illustrative materials used in publications and presentations
- Takes photographs and videos for publications, audio-visual slide presentations and web
- Organizes pedestrian-oriented programs which focus on walking and bicycling

#### **5% Quality Assurance and Quality Improvement**

- Participates in developing outcome measures for the Texas Transforming grant
- Serves as a member of the Outreach Committee
- Participates in site reviews conducted by the Department of State Health Services with grant program under review
- Continuously evaluates marketing and communication efforts, submitting recommendations for improvement to the Deputy Director of Operations

#### **Other related duties as required**

In the event of a public health emergency, employees may be called upon to support WCCHD's response in ways that are outside the usual scope of their job responsibilities. This may involve working hours that are outside the employee's usual work hours. Employees will not be required to perform duties that are outside of their competence or professional licensure.

#### **Education and/or Equivalent Experience:**

**Required:** Education and experience equivalent to Bachelor's degree in Journalism, Communication, Marketing, Public Relations or a closely related field and with a minimum of

two years of progressively responsible experience in public information, public relations, and public information writing. Excellent oral and written communication skills and public speaking ability.

### **Licenses or Certification:**

### **Knowledge, Skills and Abilities**

Must possess required knowledge, skills, abilities, and experience and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed without posing a direct threat to the health or safety of themselves or others.

Knowledge of current marketing practices, governing laws and market reporting procedures  
Knowledge principles, techniques and methods suitable for the preparation and dissemination of information

Knowledge and understanding of marketing concepts

Knowledge of news and communication media

Knowledge of editing and preparing information media; copy layout

Knowledge of publishing and broadcast industries

Ability to set short and long term communication goals and monitor effectiveness

Ability to research and prepare information

Ability to design communication plans and materials related to goals and priorities of WCCHD

Ability to compose content for the web

Ability to prepare copy and scripts

Ability to design broad communications plans and materials

Ability to provide effective customer service

Ability to meet deadlines

Ability to work in a team

Ability to be self motivated, confident, energetic and creative

Ability to gather, assemble, correlate and analyze facts

Ability to devise solutions to problems

Ability to develop and evaluate policies and procedures

Ability to communicate effectively, verbally and written

Ability to train others

Ability to work under stress

Ability to prioritize activities

Strong Presentation skills

Skills in content writing

Skills in project management and execution

Skills in public speaking

Skills in positive and constructive public relations

Skill in editorial and design concepts and practices and computer operations and applicable software

Skills in Microsoft Office Professional including but not limited to Word, Power Point, Publisher

### **Environmental Factors**

Works mostly in a well-lighted, air-conditioned office. May work in various WCCHD offices around the County and in a variety of community locations. Extensive contact with the public. May have contact with the public who might be infected with contagious diseases. Will adhere to immunization requirements when applicable. Work may require occasional early morning, evening, weekend and/or holiday hours. Tobacco free workplace.

**Number and Type of Positions Supervised by Position:** None

**Name of Immediate Supervisor:** Cynthia A. Guerrero, M.Ed., Deputy Director of Operations

**Work Assignment Location and Hours**

100 West 3<sup>rd</sup>, Georgetown, Texas. Hours generally 8:00 a.m. – 5:00 p.m. Monday – Friday. Work may require occasional early morning, evening, weekend or holiday hours. May require occasional overnight travel. Extended hours may be required in event of public health emergency.