

AGENDA ITEM FOR ADMINISTRATIVE MEETING ( ) Discussion only  
( ) Action

FROM (DEPT/ DIVISION): PH

SUBJECT: Creation of Position

<p>Background: Public Health has a need for a Communication Coordinator for ongoing communication initiatives and accreditation efforts. The creation of the new position is before the Board for approval.</p>	<p>Requested Action Approve creation of new Communications Coordinator position (R 25)</p>
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ATTACHMENTS: Job Description

Date: ( 08/02/2021 ) Submitted By: Joe Fiumara

\*\*\*\*\*For Internal Use Only\*\*\*\*\*

Checkoffs:

- ( ) Dept. Heard (copy)
- ( ) Human Resources (copy)
- ( ) Fiscal
- ( ) Legal (copy)
- ( ) (Other - List:)

To be notified of Meeting:  
Joe Fiumara

Needed at Meeting:

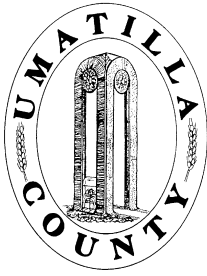
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Scheduled for meeting on: August 4, 2021

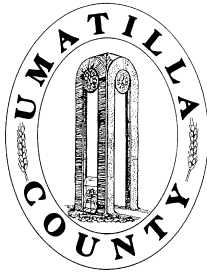
Action taken:

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Follow-up:



# UMATILLA COUNTY POSITION DESCRIPTION



**Department:** UCo Health  
**Position Title:** Communications Coordinator

**Employee Name:** \_\_\_\_\_

**Effective Date:** \_\_\_\_\_

**Job Series:** \_\_\_\_\_ **Salary Range:** 25  
**Union Covered:** No **BOLI Exempt:** No

### GENERAL DESCRIPTION OF POSITION

The Communications Coordinator provides project coordination for new and ongoing communications projects and initiatives. This position maintains daily and weekly updates for external communications through multiple media channels including a website and social media. This position also functions as UCo Health’s accreditation coordinator.

### SUPERVISORY RELATIONSHIPS

This position works under the direct supervision and assignment of the Public Health Director. Supervision of employees is not a responsibility of this position but may oversee the work of other team members, students, and volunteers.

### PRINCIPAL DUTIES OF POSITION

- COVID-19 Duties:
  - Daily updates to social media platforms and follow up for public inquiries.
  - Evaluate additional messaging needs and coordinate with Management Team to ensure needs are met.
  - Review and coordinate outward messaging to improve COVID-19 vaccination rates.
- Coordinate or assist in promotion of health equity events and trainings as applicable.
- Coordinate with all UCo Health staff to ensure appropriate branding as required by department policies.
- Coordinate and convene Reproductive Health Coalition meetings; prepare agenda, minutes, narrative reports.
- Develop messaging campaign in coordination with coalition regarding reproductive health resources.
- Maintain website updates as necessary and coordinate with program staff to ensure content is appropriate and accurate.
- Foster relationships with community partner agencies to promote and implement health-related community programs.
- Assist in outreach to hard-to-reach populations to obtain input for health planning activities and in increasing the department’s level of cultural competency as an organization
- Coordinate the development and implementation of strategies to improve program performance in the four foundational program areas of Oregon’s Public Health Modernization framework.
- Work to support UCo Health objectives.
- Assist with grant applications and the acquisition of funds for approved project proposals.

- Submit written plans in a timely manner and in conformance with any authorizing agency requirements; prepare minutes, agendas, memos, correspondence and narrative reports as may be required.
- Function as Public Information Officer during emergency response activities.
- Participate in after-hours or weekend events as needed; to include health fairs, community clinics, and public health emergencies.

### **ACCREDITATION DUTIES**

- Lead UCo Health through the preparation and process of accreditation and reaccreditation.
- Manage and facilitate UCo Health's Accreditation Team.
- Develop and manage department work plan for achieving accreditation that includes timelines, responsibilities, and benchmarks.
- Engage UCo Health's partner organizations and community partners in the accreditation process.
- Oversee and coordinate the document collection process
- Assist with creation and updating of department policies.

### **OTHER DUTIES OF POSITION**

- Actively promote the mission of the department and advancement of the strategic plan.
- Refer community members to other community services and linking to health resources as needed.
- Accreditation duties: actively participate as an accreditation team member, maintain a basic knowledge of Quality Improvement (QI) based on the Plan-Do-Check-Act (PDCA) model, and actively serve on QI teams and/or identify processes for improvement, as assigned.
- Utilize media to enhance resources for community projects.
- Other duties as may be assigned.

### **REQUIREMENTS FOR POSITION**

#### *Minimum Requirements:*

- Undergraduate degree from an accredited program **AND** two years of experience in community outreach, communications, marketing, journalism or data presentation.
- Ability to be intuitive, work independently, and as part of a team.
- Possess good verbal and written communication skills.
- Possess a valid Oregon driver's license with a satisfactory driving record.
- Obtain current certification in cardiopulmonary resuscitation (CPR) within 12 months of hire (offered through UCo Health).

#### *Preferred Qualification:*

- Bachelor degree or higher in Marketing, Advertising, Public Relations, Journalism, Visual Communications or related field.
- Bilingual in Spanish

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

While performing the duties of this job, the employee is frequently required to walk, sit, bend, talk

and hear. The employee is required to use hands to finger, handle, or operate objects, tools, or controls; and reach with hands and arms.

The employee may occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability and adjust focus.

### **TOOLS AND EQUIPMENT USED**

Computer, including word processing, data base, Internet, and spreadsheet programs; calculator, telephone, copy machine, fax machine and postage machine.

### **WORK ENVIRONMENT**

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

While performing the duties of this job, the employee works in an office environment; the employee rarely works in outside weather conditions. The noise level in the work environment is usually quiet.

**This description covers the most significant essential and auxiliary duties performed but does not include other occasional work which may be similar, related to, or logical assignment to the position.**

**The job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and requirements of the job change.**

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Employee's Signature/Date