



**TITLE:** Public Health Education and Communications Specialist

**DEPARTMENT:** Washington Poison Center Leadership

**REPORTS TO:** Executive Director/Medical Director

**SALARY:** TBD

**JOB PURPOSE:**

To lead public health education activities for the Washington Poison Center (WAPC), ensuring that WAPC programs operate in compliance with nationally recognized AAPCC standards, as well as those set by the WAPC Board of Directors, Executive Director, Medical Director, and Washington law. Overarching duties include, but are not limited to developing, coordinating, and delivering public health educational programs and communication materials across WA state that meet the needs of the community and other relevant stakeholders and representing WAPC as the public health content area expert.

**Essential Duties & Responsibilities**

- Review strategic plan and community needs assessment report to ensure the continued successful operation of a quality poison center which complies with AAPCC standards.
- Develop public health programs grounded in evidence based research and theoretical frameworks based off identified needs. This includes: develop logic model, program timeline, goals, program objectives and learning objectives, activities to measure objectives, and develop evaluation/assessment tools to measure outcome and impact.
- Ensure compliance with AAPCC standards by developing and implementing an evaluation tool(s) for public health programs.
- Serve as communications lead providing public health expertise in public health, emergency, crisis and risk communications through various communication platforms (website, social media, media, printed material, press releases, health and safety alerts, public health alerts, etc.).
- Implement *general* poison prevention public health programs as determined by organizational mission, state mandates, community needs and/or delineated by Executive/Medical Director.
- Implement *specific* public health programs as determined by community needs assessment and strategic priorities as delineated by Executive/Medical Director.
- Develop relationships with key agencies, identify partnerships, and collaborate with public health entities. Represent WAPC as public health expert at coalitions, task force, advisory councils, regional networks, and strategic planning meetings.



- Deliver internal and external annual and monthly reports including Data Trend Reports and lead the development of Public Health Dashboard to monitor education activities.
- In collaboration with Business Manager and Executive/Medical Director, oversee budget, financial management and monitor utilization of funds for public health activities.
- Identify opportunities to contribute to the scientific basis of public health through scientific publications, speaker presentations and scientific posters. Represent WAPC in local, state, regional, national, and/or international professional meetings.
- Identify professional development and continuing education opportunities to strengthen WAPC activities.
- Actively participate in WAPC Leadership Team in developing, reviewing, and supporting Vision, Mission, Values, Strategic Plan, and Quality Improvement towards WAPC operational efforts.
- In collaboration with WAPC Leadership Team, participate in development, review, and submission of AAPCC Accreditation Application to represent WAPC's compliance to AAPCC Standards.

### **Knowledge, Skills & Abilities**

- Proficient in Microsoft Office, WordPress, and social media platforms
- Demonstrate ability to coordinate with multiple stakeholders and establish effective working relationships
- Well-developed interpersonal skills
- Strong verbal and written communication skills
- Ability to travel and work on weekdays and weekends

### **Education & Experience Requirements**

- Master's Degree in Public Health, Education, or Communications.
- Two or more years of work experience in Health Education or Public Health, CHES certification, and/or the equivalent in a related field is preferred.
- Knowledge of the basic principles of public health education and the related behavioral sciences. Experience in delivering educational programs, including public speaking, webinars, editing or developing materials.
- Excellent verbal & written communication and collaboration skills for developing relationships with partners and serving as a content expert with agencies around the state, coalitions, WAPC team members, WAPC Board of Directors, and the public.
- Team player with strong interpersonal skills.
- Experience using communication platforms to deliver health education messages to targeted populations. Knowledge of the basics of mass communication including



familiarity with the use of small and medium media (e.g., press releases, posters, brochures), for creating awareness of WAPC and the services it provides.

- Experience in identifying avenues for sharing experiences through academic scientific journal submissions and abstract for poster and presentation submissions, etc.
- Ability to set goals and objectives, to implement program plans, to evaluate program/project effectiveness, and to revise plans based on evaluation results.
- Computer proficiency with MS Office products, and a variety of online tools such as website maintenance, contact management, webinar tools, and social media. Must be able to use, collect, analyze, and present data.
- Valid Driver's license and access to an automobile.

### **Environmental Conditions**

- Ability to work in office setting with multiple types of electronic equipment

### **Physical Requirements**

- Ability to write legibly
- Ability to sit or stand for long periods of time.
- Ability to lift 40 pounds.