

**BELL COUNTY PUBLIC HEALTH DISTRICT
POSITION DESCRIPTION
Communications Manager**

02/03/2023

Bell County Public Health District (BCPH) is seeking a qualified Communications Manager to assist the District Director and Community Health Director in the development of BCPH communication policies, lead website design and maintenance, develop and implement communication and social media strategies and campaigns, assist in the development and implementation of trainings for staff and community, assist Health Educators and other BCPH staff on initiatives, assist with grant writing, and serve as a Back-Up Public Information Officer (PIO).

The position is full-time position and reports to the Director of Community Health.

Compensation: \$60,000-\$70,000 annual salary depending on experience and qualifications

Starting Date: Immediate.

Examples of Duties and Responsibilities:

- Assist the District Director and Community Health Director in the development of BCPH communication policies.
- Lead website design and maintenance.
- Develop and implement communication and social media strategies and campaigns.
- Assist in the development and implementation of trainings for staff and community.
- Assist Health Educators and other BCPH staff on initiatives.
- Assist with grant writing.
- Lead the development and/or editing of publications and written materials.
- Develop, implement, and evaluate strategies to reach target and countywide audiences through communication channels.
- Develop, implement, and evaluate online and in-person communication presence of BCPH.
- Lead video, audio, and written communication for BCPH.
- Serve as a Back-Up Public Information Officer (PIO).
- Assist with cohesion of population health initiatives across BCPH and support key public health efforts.
- Assist with marketing and public relations for BCPH.
- Assist with the development, selection, and distribution of public health materials such as brochures, reports, press releases, and content for social media platforms that are for release to the public with District Director approval.
- Participate in professional development activities to maintain and gain knowledge within the field.
- Serve as part of public health emergency response efforts, as needed.

- Performs other duties as required or assigned which are reasonably within the scope of the duties enumerated above.

Minimum Qualifications:

- Master's Degree in Public Health, Community Health, Communication, or other relevant program and five (3) years relevant experience OR Bachelor's degree in communication, health education, education, public health, or a behavioral health-related field with five (5) years relevant experience.
- Must have knowledge of and experience in online and in-person communication strategies, understanding of tailored health communication messaging, understanding of target audiences, understanding of creating and evaluating impact on community health through communication.
- Ability to use design software such as Canva or Adobe Illustrator.
- Ability to plan for online communication channels such as social media and website information.
- Ability to maintain website and social media presence and use the tools to do so.
- Requires intermediate skills in Microsoft Office (Word, Excel, Outlook, Teams).
- Must have a valid driver's license, private automobile insurance, and be insurable.
- Ability to travel at least 50% of work time mostly local within Bell County, Texas.
- Able to exert up to 30 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects.

Preferred qualifications:

- Knowledge of and experience in community-based prevention, community organizing, grants, public health and health education theories, public speaking, organizational skills, building and maintaining relationships, learning styles, and verbal and written communication skills.
- Bilingual English – Spanish
- CHES ®, MCHES ® Preferred