



Research, Innovation & Education Division
2570 4th St. SW, Suite 1
Mason City, IA 50401
(641) 421-9300

Position Description: Marketing & Public Information Officer
Reports To: Research, Innovation & Education Manager (RIEM)
FLSA Status: Exempt, Full Time
Expected Work Week: Monday – Friday, 8:00 a.m. to 4:30 p.m. with some irregular hours on nights and weekends
Salary Range: \$50,000 - \$60,000
Prepared By: Kara Vogelson, RIEM
Prepare Date: May 2016
Approved By: Brian Hanft, Director of Public Health
Approved Date: February 2020
Reviewed Date: February 7, 2020

Definition:

The Marketing & Public Information Officer is a vital member of CG Public Health who is responsible for researching, developing, coordinating and evaluating county-wide public information and marketing strategies. This person is in charge of the organization’s marketing and health education ventures and integrates the organization’s communications initiatives into a cohesive effort. This primarily involves developing and implementing strategies to strengthen the Department’s market presence and help it find a “voice” that will make a difference in support of its mission, vision, and strategic directions.

Duties:

The Marketing and Public Information Officer performs the following essential functions within the framework of CG Public Health’s provision of core functions and essential services. Must be accessible after regular working hours, weekends and holidays when needed.

Responsibilities:

1. Leadership and oversight of all marketing efforts.
 - Plan, develop, produce and distribute marketing, public relations and promotion for all divisions; this is broken into two areas to advance Department goals:
 - a. Annually, through collaboration with division employees, create, direct and disseminate marketing plan and budget.
 - b. As projects are developed, funded and begin, create, direct and disseminate collaborative marketing initiatives. Collaborate with teammates to develop

compelling campaigns, communication & promotional materials and see them through full circle implementation.

- Create content independently and collaboratively (e.g. brochures, newsletters, presentations, seminars, client-facing documents, videos, website copy, blog posts, social media, etc.) to articulate the benefits of public health and our services.
 - Grow social media presence for the Department.
 - Expand marketing possibilities in unique ways.
 - Maintain branding strategy & align initiatives with strategy.
 - Monitor and assess relevant news coverage, prepare a response and follow-up when necessary.
 - Evaluate all marketing efforts and determine the effectiveness of messaging.
 - Be capable to make data-driven decisions that move the team and Department forward to achieve set goals.
 - Be bold with innovative solutions to work smarter, not harder.
 - Participate in quality improvement, customer satisfaction, and other department-wide initiatives with enthusiasm.
2. Establish professional relationships with area partners to expand opportunities for more public interactions; represent the Department professionally regularly.
- Serve as the Department's media contact; serve as a media spokesperson and/or designate appropriate staff for public contact.
 - Organize and facilitate interviews and conferences when needed.
 - Establish and maintain a list of media contacts in the local and surrounding area; strive to establish and maintain personal contact with appropriate representatives of those media groups to maintain professional relationships.
 - Regularly work with area students (elementary, middle & high school, college & medical residents) to introduce them to the Department, facilitate learning & sell public health.
 - Coordinate and staff health fairs, expos and other events where the Department should have a presence.
 - Establish and maintain partnerships with key community organizations.
 - Serve on other organizational boards, committees, etc. to expose more persons to public health and to add a public health lens on non-traditional initiatives.
 - Serve as an advisor to Department team and partners on public information, communication, and media issues.
 - Collaborate effectively.
 - Work with health department staff, county agencies, professional organizations, schools, and the general public to develop communication strategies for the purpose of improving public access to information.
 - Serve as the department's media contact.
3. Serve as Public Information Officer for CG Public Health and for the County in the event of a disaster or emergency or as needed.
- Serve as the Public Information Officer liaison to the Iowa Department of Public Health and emergency response partners.
 - Sustain an effective knowledge base of the current health department preparedness and response plan.

- Sustain an effective knowledge base of current local county emergency management and CG Public Health’s preparedness plans.
- Serve as the lead public information officer for the County as needed:
 - a. Activate the Joint Information Center (JIC)
 - b. Monitor local media
 - c. Coordinate with chief executive officer and emergency management coordinator
 - d. Call in additional PIO staff as needed
 - e. Anticipate information for the public; prepare media work station
 - f. Coordinate all activities within the JIC
- Collaborate in maintaining appropriate parts of CG Public Health’s All Hazards Plan
- Participate in exercise simulations to test the department’s response plan and develop an after-action report.

Education and Experience Required:

- Bachelor’s degree required; major in marketing, communications, English, public relations, social media or related field preferred. At least 5 years of experience directly related to the duties and responsibilities specified is preferred.
- Experience in communicating clearly, concisely and accurately; orally and in writing.
- Experience in artistic or creative design; graphic design is a plus.
- Experience with digital media including webpage management, video production, and social media.
- Experience in formulating targeted marketing, planning and budgeting that leads to increased clients/use, etc.
- Experience with working with the media, diverse audiences, many personalities, etc.

Public health core competencies are the central knowledge, skills, and attitudes necessary for the public health workforce to practice effectively and achieve the core functions of public health. *Core Competencies required for this position: Analytical/assessment skills, policy development/program planning skills, communication skills, cultural competency skills, community dimensions of practice skills, public health sciences, leadership and systems thinking skills, financial planning and management skills.*

Public Health Preparedness:

- Knowledge of public health preparedness issues, Incident Command System and National Incident Management System, Public Information Officer roles, Joint Information Center functional processes, and the ability to achieve NIMS competency training compliance.
- The employee will report to public health for emergency response as requested.
- Training required (on the job)
 - Basic Public Information Officer – G290.
 - Advanced Public Information Officer – B966.
 - Risk Communication

Training/Continuing Education Requirements:

- The Marketing and Public Information Officer must complete a **minimum of 32 hours** of continuing education hours annually.

Licensure Requirements:

- None

Optional Licensure Incentives:

- As approved, any applicable licensure or certification listed per CG Public Health Employee Handbook.

Physical Requirements:

- The job will involve frequent activities that include walking, sitting, and standing. The individual will be required to carry audio-visual equipment that weighs up to 50 pounds. The individual will be required to have corrected 20/20 vision and color vision. The individual will be required to have the hearing ability not to exceed hearing loss greater than 50 decibels at any frequency.

Special Requirements:

- Ability to obtain a valid Iowa Class C Driver's License.
- Ability to obtain automobile insurance if personal vehicle is ever used for county business for which mileage reimbursement would be received. To be reimbursed for mileage must provide proof of auto insurance in the amounts of 100/300/100.
- Dependable personal automobile.

Environmental Adaptability:

- The position will not cause exposure to high-risk environmental exposure. The individual will be exposed to a moderate noise environment (business office with computers, classroom noise and telephone).
- The position will not cause exposure to high-risk environmental exposure unless there is a public health disaster. Possible risks would include exposure to biological agents, fumes, toxic gases, chemicals, radiological agents, explosions and outdoor weather conditions.

This description is intended to describe the kinds of tasks and levels of work difficulty being performed by people assigned to this classification. The list of responsibilities is not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required. Persons with disabilities: The above is a general listing of job duties. Essential and non-essential functions may vary by individual position. Reasonable accommodations may be available for both essential and non-essential job duties.