



Position Description

Canton City Public Health
FINAL

Position Title:	Community Engagement Specialist			Position #:	921
Working Title:	Community Engagement Specialist			CS Status:	Classified
Division or Unit:	OPHII			Reports to:	OPHII Director
Employment Status:	Full Time	Pay Grade:	R4	FLSA Status:	Exempt
Funding Source:	OPHII General Fund 7601.308001				
This position description was last approved by the Board of Health on:				April 24, 2023	
Approved by Canton Civil Service Commission:				May 17, 2023	

Position Summary: Under direct supervision, this role is responsible for organizing and advancing an impactful and equitable community engagement program (CE) for Canton City Public Health. The CE program, centered on building and expanding meaningful relationships with residents, community partners, service providers, lawmakers, and other diverse communities etc, will focus on establishing a consistent presence in the community to deliver information about CCPH programming, priority health issues, and promote the mission, vision and values of CCPH, while ensuring that outreach is accessible, culturally appropriate, equitable, inclusive and responsive to the community’s needs. Strategies to increase engagement include (but are not limited to) meeting with community members, participating in community meetings, creating and delivering organizational presentations, identifying, organizing and attending outreach events, developing promotional materials or reports for the community and sharing community feedback with CCPH leadership.

Essential Duties and Responsibilities: 90%

- Develop and maintain partnerships with residents, community groups, stakeholders, and other agencies to ensure that health department programs and services are responsive to the needs of the community.
- Build and maintain an engaged and active community network, ensuring communication is timely and effective.
- With select CCPH staff, continuously carry out an evidence-driven outreach campaign from start to finish, including collecting data, planning and designing key messages, implementing the campaign, and evaluating reach and success.
- Provide written quarterly updates on engagement activities and complete annual impact report with recommendations for improvement.
- Coordinate and attend community outreach events for CCPH.
- Continuously identify new opportunities for engagement.
- Create and deliver culturally appropriate engagement activities for events that promote opportunities for health education and promotion.
- Work with other CCPH teams/programs to identify and implement outreach plans and develop materials to promote programming and the CCPH brand.
- Work with public information officer to develop and implement communication strategies to effectively engage the community in health department activities, including social media, email campaigns, and other outreach activities.
- Assists workforce development specialist with the development and

implementation of CCPH's Speakers' Bureau.

- Participate in CCPH's Outreach Team meetings to coordinate with other department outreach efforts (workforce, health education, harm reduction, etc).
- Plan, coordinate and conduct speaking engagements.
- Participate on CCPH strategic planning committee and recruit representation from Canton's communities to drive work.
- Assist in identifying priority populations/neighborhoods and priority health issues through personal interactions, shared experience, available data, emerging trends and CCPH's mission, vision and values.
- Maintain inventory of promotional give-away items for events.
- With key CCPH staff, plan agency events.

Other Duties and Responsibilities:

10%

- Participate on staff committees and workgroups.
- Provide support functions in response to public health emergencies, as directed by the Health Commissioner.
- Various other duties as assigned by the OPHII Director and Health Commissioner.

Minimum Qualifications:

- High school diploma or equivalent.
- Previous experience with communication models, public relations, community engagement, marketing, or other related work in a community setting.
- Ability to hold a flexible schedule; hours will include evening and weekends to meet the needs of the community.
- Valid driver's license.
- Competency in Microsoft products.
- Knowledge of any design programs is highly desirable.
- Strong communication skills, including written and public speaking.
- Ability to collect and organize data into reports.
- Must be able to provide exceptional customer service to those being served. This position requires cultural competency skills and a focus on equity, inclusion and diversity, as the role will serve people from different geographic, racial, religious, social, behavioral and cultural backgrounds.

Key Competencies:

The following Council on Linkages Core Competencies (Adopted June 2014) for this position include:

- Analytical and Assessment Skills: 1A1, 1A3, 1A4, 1A10 – 1A14
- Policy Development and Program Planning Skills: 2A1 – 2A7, 2A10
- Communication Skills: 3A1 – 3A8



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- Cultural Competency Skills: 4A1, 4A2, 4B3, 4B4, 4A5, 4A6, 4A7
- Community Dimensions of Practice Skills: 5A1, 5A2, 5A3, 5B5, 5A5, 5A6, 5B7, 5A8, 5A9, 5A10,
- Public Health Sciences Skills: 6A2, 6A4
- Financial Planning and Management Skills: 7A1 – 7A14
- Leadership and Systems Thinking Skills: 8A1 – 8A4, 8A6, 8A7, 8A9,

Canton City Public Health has adopted Organizational Competencies that all employees are expected to achieve, of which the following are for this position:

- Customer Focus: 1A1 – 1A5
- Accountability: 2A1, 2B2, 2B3, 2B4, 2A5, 2A6, 2B6, 2A7, 2A8
- Equity, Ethics and Fairness: 3A1 – 3A5
- Continuous Quality Improvement: 4A1 – 4A6
- Occupational Health and Safety: 5A1 – 5A6
- Emergency Preparedness: 6A1

Work Environment:

- Exposure to inclement weather, including excessive heat, cold, rain and snow may be required.
- Required to set-up and tear-down event displays both indoor and outdoor and ability to manage display materials to and from events. Ability to lift 25 pounds.
- Ability to stand or sit for prolonged periods of time.
- This role will be required to travel throughout Stark County to conduct one on one outreach, attend neighborhood events and meet with community members and leaders.

Approval:

This position description was approved by the Board of Health on:

Revision History:

Dates of prior approved versions:

Employee Statement:

I hereby acknowledge that I have received a copy of this position description on this date.

Employee Signature

Date

Printed Name