

**CLASS TITLE: PRINCIPAL PUBLIC HEALTH PROMOTION  
SPECIALIST**

**Class Code: 02762100  
Pay Grade: 33A  
EO: B**

**CLASS DEFINITION:**

**GENERAL STATEMENT OF DUTIES:** To be responsible for planning, supervising and reviewing the daily functions and activities of an assigned public health promotion area involving the research and evaluation of programs, their effectiveness as well as their utilization; and to do related work as required.

**SUPERVISION RECEIVED:** Works under the general supervision of a superior with wide latitude for the exercise of independent judgement and initiative; work is usually reviewed upon completion for results obtained and conformance to established policies, procedures, programs, objectives and professional standards.

**SUPERVISION EXERCISED:** Plans, supervises and reviews the work of a staff of professional, technical and clerical personnel within and assigned public health promotion program area.

**ILLUSTRATIVE EXAMPLES OF WORK PERFORMED:**

To be responsible for planning, supervising and reviewing the daily functions and activities of an assigned public health promotion area involving the research and evaluation of programs, their effectiveness as well as their utilization.

In an assigned program area, to plan, monitor and evaluate continual and effective public health promotion programs, utilizing, but not limited to the following: exhibit material; multi-media presentations; lectures; community group discussions; seminars and professional symposiums.

To be responsible for the preparation of grant applications and to ensure adherence to provisions set forth in such grant agreements relating to the operations of public health promotion programs.

To approve plans for the preparation, selection, assembly and distribution of public health promotion materials as part of a statewide multi-media public health promotion campaign.

To direct assistance to community agencies, professional and consumer groups and the public in understanding public health promotion programs of the department and in developing, organizing and evaluating local public health promotion programs.

To periodically evaluate the effectiveness of an assigned public health promotion program using techniques meeting accepted principles of current professional practice and to make recommendations to a superior for necessary program modifications or changes in order to improve or maintain the services being provided.

To review, evaluate and recommend allocation of fiscal resources related to public health promotion programs.

To prepare and review reports relative to program functions and objectives.

To coordinate and direct the planning of conferences, meetings, institutes and special educational campaigns.

To identify local, state and national funding sources for public health promotion projects, demonstrations and research and to prepare applications and proposals.

To conduct public health promotion research and demonstration projects and public the results in professional journals.

To conduct statistical analyses of activities planned and conducted in conformance with scientific principles of research design.

To represent the Department of Health at local, regional and national meetings.

To do related work as required.

## **REQUIRED QUALIFICATIONS FOR APPOINTMENT:**

**KNOWLEDGES, SKILLS AND CAPACITIES:** A thorough knowledge of the principles, practices and techniques of public health; a thorough knowledge in chronic and/or communicable disease epidemiology; a thorough knowledge and skills in the development, implementation and evaluation of public health promotion programs resulting in changes in knowledge, attitudes and behavior related to major chronic and infectious diseases; the ability to make written and oral presentations concerning a state wide program in public health promotion; the ability to plan, supervise and review the work of a professional, technical and clerical staff engaged in the development and implementation of a state wide public health promotion program; the ability to propose, conduct and report public health promotion research and demonstration projects in accordance with accepted principles of scientific methodology; the ability to evaluate the efficiency and effectiveness of a public health promotion program and to make recommendations to a superior for improvements and/or maintenance; the ability to prepare grant applications and ensure adherence to all provisions set forth in such grant awards; the ability to establish and maintain effective working relationships with superiors, associates, subordinates, public groups and private and public agencies; and related capacities and abilities.

## **EDUCATION AND EXPERIENCE:**

**Education:** Such as may have been gained through: graduation from a college of recognized standing with specialization in Public Health, Public Administration or a closely related field; and

**Experience:** Such as may have been gained through: employment in a supervisory capacity involving the planning, research, evaluation and supervision of public health promotion.

**Or,** any combination of education and experience that shall be substantially equivalent to the above education and experience.

Class Created: October 7, 1990

Editorial Review: 3/15/2003