

HEALTH COMMUNICATIONS OFFICER

COUNTY OF SAN MATEO • CALIFORNIA



\$115,440 - \$144,289 Annually

Recruitment Closes July 28, 2021
Apply Online at jobs.smcgov.org



COUNTY OF SAN MATEO



SAN MATEO COUNTY

San Mateo County provides a picturesque setting, combined with an incredible array of activities which truly represent the California lifestyle at its finest. Bordered on the west by the majestic Pacific Ocean, to the north by San Francisco, to the east by the scenic San Francisco Bay, and the south by the heartland of the world-famous Silicon Valley, San Mateo County offers a wide range of economic opportunities, recreational pursuits and lifestyle opportunities.

The 770,000 residents of the County enjoy a diverse, multi-cultural citizenry, cosmopolitan ambiance, temperate climate, clean air, rural open space, and a geographic location in the heart of San Francisco.



DEPARTMENT

As a county health department, San Mateo County Health administers public health programs and provides clinical and supportive services to the community. Our mission is to help everyone in San Mateo County live longer and better lives. County Health protects the public by regulating harms that could cause disease, informing advocacy to achieve healthier communities, and preventing the spread of disease. County Health is also a safety-net provider with a long history of innovation in health care delivery. We support those in need with comprehensive prevention and treatment programs and services. We strive to protect and promote the health of everyone in San Mateo County by working to prevent diseases before they occur, treating mental and physical conditions, and monitoring the environment and the health of our community.



THE POSITION

The Communications Officer has the unique opportunity to support and guide a public health agenda as part of a County health department. The Communications Officer is responsible for developing, directing and implementing a wide range of communication strategies for a large, complex County health department to help residents live longer and better lives and to build trust with and ensure a successful flow of information with key stakeholders.

Working closely with, and under general direction from San Mateo County (SMC) Health Division Directors, and reporting to the Deputy Chief of SMC Health, the Communications Officer develops, implements, and evaluates internal and external communication strategies, programs, and media engagement activities that help broaden awareness and visibility of SMC Health's priorities, programs, projects and services. The person in this position also works to build the capacity of the organization to communicate effectively with specific target audiences and the public.

IDEAL CANDIDATE

- Extensive experience in marketing, communications, community outreach, and media relations
- Strong knowledge of and experience with public health, healthcare, government or organizations working with diverse or vulnerable audiences/populations
- Strong knowledge of and experience with diverse electronic and print media and communication channels that enable effective communication with and responsiveness to the public
- Excellent verbal and written communication skills with the ability to condense complex issues into clear, concise and easy to understand language to build trust with the public
- Ability and experience in building strong internal and external working relationships
- Understanding and commitment to equitable reach and health outcomes for the diverse communities we serve
- Curiosity and interest in ongoing improvement of the work we do and how we do it
- Effective organizational and management abilities that can ensure timely completion of multiple responsibilities and deliverables while responding to quick-changing priorities and issues
- College degree and minimum five years of marketing and communications experience with increasing responsibility in the areas outlined above
- Minimum of three years supervisory or management experience
- Fluency in one of our threshold languages, Spanish, Tagalog or Chinese (Mandarin or Cantonese) is preferred



EXAMPLE OF DUTIES

Duties may include, but are not limited to, the following:

- Advise executive team and managers in the formulation, development, implementation, and evaluation of communication programs and media engagement activities.
- Develop policies and procedures for assigned department related to public and media relations, communications and publications.
- Develop and implement communication strategies that ensure flow of information with key stakeholders of department programs and services.
- Oversee media relations for assigned department; review and produce news releases; prepare talking points; maintain personal contact with key media representatives; serve as point of contact for all media inquiries and requests.
- Monitor and manage day-to-day operations, including communications, creative development, production, measurement and optimization across all platforms.
- Oversee development and content of print and web communications, including social media; write or supervise those creating content that is consistent with department brand and County standards; promote internal and external information-sharing.
- Develop and conduct media relations training and strategic advice for managers and staff .
- Manage consultants, contractors and/or vendors providing communications or media-related services.
- Represent the department in committee and/or community meetings.
- Monitor changes in laws, regulations, and technology that may affect SMC Health's presence and work with the public; recommend policy and procedural changes as required.
- Work closely with department executive team and managers in responding to difficult and sensitive public inquiries and complaints.
- Supervise assigned staff.
- Perform special assignments and projects and other related duties as required.



QUALIFICATIONS

KNOWLEDGE OF:

- Administrative principles and practices, including goal setting, program development, implementation, and evaluation.
- Public agency contract administration, County-wide administrative practices, and general principles of risk management related to the functions of the assigned area.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
- Methods and techniques for the development of press releases, talking points, newsletters, presentations, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- Principles and practices of public information, media relations, and community outreach project and program development.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Techniques for effectively representing the County in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and County staff.

SKILL/ABILITY TO:

- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for assigned department.
- Provide professional leadership and direction in managing department-specific communication strategies, media relations, and campaigns..
- Develop and maintain effective working relationships with reporters, editors, and other media representatives.
- Interpret, apply, explain, and ensure compliance with Federal, State, and local policies, procedures, laws, and regulations.
- Effectively represent assigned department in committees and meetings with stakeholders and the community.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE:

- Any combination of education and experience that would likely provide the required knowledge and skills is qualifying. A typical way of gaining the knowledge and skills is equivalent to a Bachelor's degree from an accredited college or university with major coursework in public relations, communications, journalism, business or public administration, or a related field and five (5) years of management experience in public affairs, media relations, or related area.

SALARY & BENEFITS

The annual salary range is \$115,440 - \$144,289

The County offers an excellent benefits package that is available to spouses, domestic partners, and other dependents.

RETIREMENT

- Pension Benefit through the County's Retirement System
- Health Benefits for Retirees
- Deferred Compensation Plan
- Retirement Reciprocity
- Eligible for an employer contribution to a 401(a) Defined Contribution Plan if designated as a member of the County's Retirement Plan 7 (post-PEPRA) upon hire

PAID LEAVE

- 13 vacation days/year, more with years of service
- 12 paid holidays and 96.2 hours sick leave per year
- 130 hours/year of Administrative Leave for Managers; can be taken as time off or 50% of balance cashed out
- 2 paid winter recess holidays

HEALTH & WELLNESS

- 3 Medical Plans / 2 Dental Plans
- Vision care paid by County
- Long Term Disability and Basic Life Insurance paid by County; variety of Supplemental Insurance options available
- Employee Wellness Program
- Voluntary Benefits

WORK/LIFE PROGRAMS

- Commute Alternatives & Travel Subsidies
- Employee Assistance Program
- First Time Homebuyer
- Tuition Reimbursement
- FSA & Dependent Care Assistance
- Coaching Program

Please visit <https://hr.smcgov.org/Management-Benefits> for a complete listing of all benefits for this classification.

RECRUITMENT SCHEDULE

- Closing date: July 28, 2021
- Resume Screening: August 4, 2021
- Panel Interviews: August 17, 2021

HOW TO APPLY

To apply for this exciting career opportunity, the following materials must be electronically submitted online at <https://jobs.smcgov.org>.

- Resume that demonstrates how the experience and knowledge you possess aligns with what we are seeking for the SMC Health Communications Officer role
- A cover letter that includes a description of your experience in the following areas:
 - the professional experience and skills that prepare you to succeed in this role;
 - your experience and/or understanding of fulfilling a communications leader role within a complex, government organization amidst an environment of significant public scrutiny; and
 - at least one example demonstrating your expertise in crisis communications.

The selection process will consist of an application screening based on the candidates' experience and responses to the supplemental questions. Candidates who pass the application screening will be invited to a panel interview.

FOR QUESTIONS ABOUT THIS POSITION OR THE SELECTION PROCESS, PLEASE CONTACT YVONNE ALVIDREZ AT 650-363-4354 OR YALVIDREZ@SMCGOV.ORG

APPLY ONLINE AT [HTTPS://JOBS.SMCGOV.ORG](https://jobs.smcgov.org)

At the County of San Mateo, we take pride in the way our employees bring together their diverse backgrounds, experiences, and perspectives to serve our community's needs.

We are proud to be an Equal Employment Opportunity Employer.

COUNTY OF SAN MATEO

