



COLUMBIA COUNTY, OREGON
JOB TITLE: HEALTH PROMOTION SPECIALIST
DATE: MAY 1, 2026

EXEMPT (Y/N):	No	CLASSIFICATION:	CSC
DEPARTMENT:	Public Health	JOB CODE:	492
SUPERVISOR:	Assistant Director, Public Health	SALARY RANGE:	24
UNION (Y/N):	Yes	LOCAL:	AFSCME 1442

GENERAL STATEMENT OF DUTIES: Coordinate and conduct prevention and health promotion projects, programs, and activities based on the specific area of focus. Provide related health education to community organizations, schools, partners, and public.

Focus Areas:

Vulnerable Populations: Lead health promotion and disease prevention activities supporting individuals who may face barriers to accessing and engaging with health-related care and services, in close collaboration with clinical, mental/behavioral health, and justice system partners. Support care coordination, case management, and referral activities. Lead or support certain communicable disease investigation and response activities. Co-locates in the Columbia County Jail clinical office.

Healthy Families: Coordinate activities related to maternal, child, and adolescent health (MCAH), reproductive health, STD/HIV prevention, and immunizations programs. Serve as the primary immunization coordinator for the department. Lead or support certain communicable disease investigation and response activities.

Tobacco Prevention and Education: Design and implement tobacco-related prevention, education, and cessation programs and activities. Monitor trends in tobacco use and evaluate effectiveness of tobacco interventions. Coordinate the Tobacco Retail Licensing (TRL) program and conduct related inspection and reporting activities, including the volunteer youth inspector program. Follow up on Indoor Clean Air Act (ICAA) complaints to the department.

Substance Use: Coordinate and implement prevention and education activities related to alcohol, drugs, and other substances. Monitor trends in alcohol and substance use and in related negative health outcomes, including chronic diseases and overdoses. Evaluate effectiveness of alcohol and drug-related interventions. Support certain Opioid Settlement funded activities. Assist with facilitation of the Local Alcohol and Drug Planning Committee (LADPC).

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other related duties may be assigned.

Implement local program plans for health promotion related programs that address the needs of the community. Translate state and local policy or direction into organizational plans, structures, and programs. Research and select appropriate interventions and program activities. Use policy, systems, and environmental change as the primary tools in advancing disease prevention, early detection, and self-management. Design programs using culturally appropriate principles and values. Utilize a performance management system to monitor achievement of work plan objectives, strategies, activities, and deliverables.



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Assist in the development and advancement of local policies to prevent and reduce negative health outcomes in local communities. Raise awareness of health promotion topics using various evidence-based strategies.

Establish and maintain partnerships with community groups and organizations, including traditional and non-traditional partners. Interact effectively with other agencies and sectors, including the health care industry, adult and juvenile justice systems, transportation, parks and recreation, community service organizations, non-profits, education, and businesses. Coordinate and attend meetings and assist with facilitation or meeting administration as appropriate.

Perform outreach and education. Provide health educational resources for schools, community groups, local governments, and other organizations on health promotion and policy change. Design and participate in outreach activities in various settings such as health fairs, community events, schools, or other identified opportunities as needed. May require occasional participation after-hours or on weekends.

Conduct local public health surveillance of health conditions of concern in the community. Identify and use public health data as a tool to develop and prioritize community-based interventions and policies.

Provide routine public health education through a variety of communication platforms, with consideration of linguistic and culturally responsive and functional needs of the community.

Participate in state, regional, and local meetings. Liaise with other local public health departments, subject-matter experts, and the Oregon Health Authority.

Deliver specific, culturally, and demographically appropriate information and programming within time and budget constraints. Prepare a variety of reports and records for the department, partners, and the public related to health promotion and education. Create and maintain applicable processes, protocols, guidance, and resources for both internal staff and external partners.

In the event of a declared emergency by the Board of County Commissioners, the position is subject to a temporary emergency assignment according to the Emergency Management Plan, for which prior preparation or cross-training may occur. Position will return to the regular assignment upon vacation of the declaration of emergency.

Assist in the program budget preparation process. Follow purchasing approval process and provide documentation. Maintain records and files. Research and pursue available funding options at the federal, state, and local level. Attend department and interagency meetings related to assigned programs and services.

Contribute to shared, department-wide responsibilities. Support cross-program tasks and activities. Collaborate on public health modernization efforts, including assistance with reporting requirements and deliverables. Provide coverage for other team members as needed to maintain department operations.

Follow all safety rules and procedures established for work areas. Comply with all relevant county and department policies and procedures.



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Maintaining regular attendance during the assigned work schedule is an essential requirement of this position. The ability to serve and meet in person with members of the general public, co-workers, and others is required. Conducting in person or field-based activities is also an essential requirement of the position. Certain in-person activities and community interactions arise on short notice; this position is expected to be available during working hours to respond to and participate in unscheduled, in-person requests.

SUPERVISORY RESPONSIBILITIES: Supervision of employees is not a responsibility assigned to this position. This position may nominally supervise volunteers during events.

SUPERVISION RECEIVED: Work is performed under the general direction of the Assistant Director, Public Health who provides policy, procedure, and administrative direction and reviews performance.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The competencies below represent the required knowledge, skills, and/or abilities. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

EDUCATION and/or EXPERIENCE: Equivalent to a four-year degree in public health, or related field. Three years of increasingly responsible experience in public health or closely related field. Any satisfactory combination of experience and training, which demonstrates the required knowledge, skills, and abilities may be substituted for the above requirements.

DESIRABLE QUALIFICATIONS: Experience in public health or the health promotion field preferable. Graduate level degree or coursework in Public Health a plus. Active credentials as a nurse, medical assistant, community health worker, peer support specialist, or other health-related licensure or certification also a plus. Bilingual/bicultural (English/Spanish) helpful. Team player willing to work collaboratively toward shared goals and be open to diverse ideas and perspectives.

CERTIFICATES, LICENSES, REGISTRATIONS: Must possess a valid driver's license and be insurable under the county's liability policy.

KNOWLEDGE, SKILL, AND ABILITY: Knowledge of public health principles and practices related to health promotion and prevention. Knowledge of federal, state, and local rules and regulations concerning public health. Knowledge and ability to prepare technical or health-related materials and effectively communicate to diverse audiences.

Specific knowledge related to public health including:

- Social Determinants of Health and root causes of health disparities/health inequities
- Ten Essential Public Health Services Framework
- Health promotion strategies based on the Social-Ecological Model
- The Foundational Public Health Services Model
- The National Association of County and City Health Officials (NACCHO) operational definition of a functioning local health department

Skill in various software programs and Microsoft Office products. Skill in organization and project management; preparing and delivering reports as required.



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Ability to:

- Organize, prioritize, and produce accurate work products and meet deadlines.
- Express ideas effectively, both verbally and in writing. Use sound judgment.
- Adapt to change or new situations and openly acknowledge and work through conflict. Accept responsibility and work well with ambiguity.
- Work independently and as part of a team.
- Act in such a manner as to maintain the confidentiality of the records and issues and other matters that may be encountered or discussed.
- Develop and maintain harmonious and effective working relationships with employees, other agencies, county officials, and the public.
- Effectively coordinate and supervise volunteers.
- Receive constructive feedback in a positive manner.
- Provide timely and accurate risk communications in areas of public health significance.
- Safely operate a passenger vehicle and learn how to safely operate the department's mobile health van.
- Apply understanding and knowledge of cultural differences and similarities when working with diverse populations.
- Work in an environment with individuals who may have diverging opinions or viewpoints.

SPECIAL NECESSARY QUALIFICATIONS: Must be able to pass a pre-employment background screening.

PHYSICAL DEMANDS: The physical demands described here must be met by an employee to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Minimal, involving the movement of files, books, boxes, equipment, etc., seldom exceeding 20 pounds. Field activity and participation in program events or disaster response requires additional physical demands, such as walking and/or standing for long periods of time, bending, stooping, climbing, etc., as well as the need to occasionally lift and move objects up to 50 pounds.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

General public-facing office environment. The performance of field work may require walking over various terrain or other hazards and exposure to various weather conditions. Frequent, sometimes daily, travel is necessary, requiring the operation of a motor vehicle, often to remote areas of the County to perform community-based work. Field or community-based work may be conducted outdoors, in crowded, noisy, or stressful environments, and/or via the department's mobile health van. The employee may be required to travel after-hours, at nighttime, on weekends, and/or in inclement weather to participate in meetings or program events.

This position is subject to call back due to emergency situations. Working hours may be extended and highly stressful during an emergency or outbreak response.



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To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

*Columbia County has the right to revise this job description at any time.
This description does not represent in any way a contract of employment.*