



COLUMBIA COUNTY, OREGON
JOB TITLE: OUTREACH AND COMMUNICATIONS SPECIALIST
DATE: JULY 1, 2026

EXEMPT (Y/N):	No	CLASSIFICATION:	CSC
DEPARTMENT:	Public Health	JOB CODE:	PO129
SUPERVISOR:	Public Health Director	SALARY RANGE:	24
UNION (Y/N):	Yes	LOCAL:	AFSCME 1442

GENERAL STATEMENT OF DUTIES: Coordinate and implement the Public Health department's communications, marketing, outreach, and public information activities. Develop and disseminate accurate, timely, culturally responsive, and accessible public health information through a variety of communication channels. Manage department communications platforms including social media, website content, newsletters, media relations, and marketing materials. Support community outreach initiatives across all public health program areas. Lead or assist with public information and risk communications during emergency response activities.

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

Develop, implement, and evaluate department-wide communications and outreach strategies that support public health priorities, strategic initiatives, community engagement efforts, and departmental goals. Assist with implementation of the department's communications plan and related policies, procedures, and standards.

Manage and maintain the department's social media platforms. Create, schedule, publish, and monitor content across multiple platforms. Develop social media campaigns that promote public health programs, services, events, and health education messages. Monitor engagement metrics and analytics and provide recommendations for improving reach and effectiveness.

Manage and maintain public-facing website content. Coordinate with program staff to review, update, create, and organize web content to ensure information is accurate, timely, accessible, and user-friendly.

Create and distribute a variety of communications materials including newsletters, media releases, public service announcements, fact sheets, reports, presentations, advertising campaigns, educational materials, flyers, brochures, graphics, videos, and other promotional products.

Gather and translate technical or scientific information from subject matter experts into clear, accurate, culturally responsive, and audience-appropriate communications. Develop content tailored to diverse audiences and varying literacy, language, and accessibility needs.

Coordinate media relations activities, including responding to media inquiries, drafting press releases, preparing talking points, assisting spokespersons, coordinating interviews, and identifying opportunities for positive media coverage of public health programs and services.

Develop, implement, and maintain departmental communications standards, branding guidelines, templates, and style guides to ensure consistency in messaging, visual identity, and public-facing communications. Align with and support county-wide social media and communication policies.

Design and produce visual communications materials. Coordinate with vendors, contractors, printers, media outlets, and other partners as needed to support communications and outreach activities.



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Support outreach and community engagement activities across all public health programs. Coordinate and participate in community events, health fairs, educational presentations, mobile outreach activities, and other public-facing initiatives. Assist with planning, promotion, logistics, and evaluation of outreach efforts. Support ordering and inventory management of event and outreach-related supplies.

Support operation of the department's mobile and community-based initiatives in collaboration with other staff and program areas. Assist with promotion, community engagement, event coordination, educational activities, and dissemination of public health information through mobile outreach services. Manage or support the use and maintenance of the department mobile health van.

Establish and sustain partnerships with community organizations, healthcare providers, educational institutions, businesses, media organizations, governmental agencies, and other stakeholders to strengthen public awareness and community engagement. Create and maintain distribution lists and partner directories.

Participate in state, regional, and local communications networks, public health meetings, and collaborative activities. Coordinate with other local public health communications teams, community partners, and the Oregon Health Authority as appropriate.

Support public information and risk communication activities during emergency responses, disease outbreaks, public health investigations, and other incidents. Assist with the development and dissemination of emergency communications, public messaging, media responses, situation updates, and stakeholder communications. May serve in a Public Information Officer or related communications role within the Incident Command System structure as assigned.

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.

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.



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SUPERVISION RECEIVED: Work is performed under the general direction of the Public Health Director, 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 communications, journalism, public relations, marketing, graphic design, public health communications, health education, or a related field. Three years of increasingly responsible experience in communications, public information, media relations, marketing, outreach, or a closely related field. Any satisfactory combination of education, training, and experience that demonstrates the required knowledge, skills, and abilities may be substituted for the above requirements.

DESIRABLE QUALIFICATIONS: Bilingual/bicultural (English/Spanish) skills are highly preferred. Experience working in public health or health communications is desirable. Experience managing social media platforms, website content, media relations, graphic design, digital communications, and community outreach activities is preferred. Experience developing communications plans, style guides, and accessible public-facing materials is highly desirable. Experience with emergency communications or Incident Command System (ICS) structures is desirable. Strong collaboration skills and ability to work with diverse communities and partners is highly desirable. 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 communications, public relations, marketing, media relations, community engagement, and public information principles and practices. Knowledge of public health principles and the role of governmental public health in promoting and protecting community health. Knowledge of federal, state, and local public health systems and programs.

Specific knowledge related to communications and public health, including:

- Social Determinants of Health and health equity principles, including root causes of disparities and inequities.
- Health literacy and plain language communication principles.
- Culturally responsive and linguistically appropriate communication strategies.
- Social media platforms, content management, audience engagement, and analytics tools.
- Website content management systems and digital communications practices.
- Graphic design principles, branding standards, and visual communications.
- Public information and risk communication principles and practices.

Skill in using various software programs and Microsoft Office products. Skill in content creation, writing, editing, proofreading, and formatting materials for multiple platforms. Skill in graphic design and visual



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communications tools. Skill in managing multiple projects, timelines, and competing priorities. Skill in preparing reports, presentations, and communication materials for diverse audiences.

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.
- Adapt communication approaches for different cultural, linguistic, and accessibility needs.
- 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.



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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.

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 performance 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.***