

New York State Department of Civil Service
DIVISION OF CLASSIFICATION & COMPENSATION

Classification Standard

Occ. Code 2295220

Health Education Media Specialist 2, Grade 18	2295220
Health Education Media Specialist 3, Grade 23	2295300

Brief Description of Class Series

Positions in this title series plan, develop, implement, and evaluate mass media and/or community outreach health education and promotion campaigns for specific target audiences on various health issues. Incumbents of these positions prepare or edit health education and promotion materials for all media; coordinate production of both print and electronic media materials; and conduct market research as well as evaluation of health education and promotion materials, approaches and techniques.

These positions are only classified at the Department of Health.

Distinguishing Characteristics

Health Education Media Specialist 2: full performance level; assists in the planning, development, implementation and evaluation of mass media and/or community outreach health education and promotion campaigns for specific target audiences on various health issues.

Health Education Media Specialist 3: advanced performance level; plans, directs, and evaluates mass media and/or community outreach health education and promotion campaigns for specific target audiences on various health issues; and provides technical guidance to subordinate staff.

Related Classes

Public Information Specialists are engaged in the preparation of written material, editing, and dissemination of informational materials concerning the programs and activities of a State agency through various media including newspapers, radio, television, motion pictures, periodicals and State publications.

Public Health Educators provide consultation and technical service to other public health educators in State and local health departments, and to other agencies and community groups that plan, carry out, supervise, and evaluate public health programs or that have a role in solving health problems. Public

Health Educators are concerned with bringing about change in attitude and behavior in the prevention of disease and the promotion of health through the use of educational principles and methods.

Illustrative Duties

Health Education Media Specialist 2

Assist in the planning, development, implementation, and evaluation of mass media and/or community outreach health education and promotion campaigns for specific target audiences on various health issues.

- Prepare or edit health education and promotion materials for all media.
- Coordinate production of both print and electronic media materials.
- Assist program staff in outreach efforts and targeting of appropriate community groups and populations.

Establish and maintain ongoing contact with radio and television public service directors, and print advertising managers.

- Produce press releases and other media packages on specific health programs and distribute to interested parties.
- Respond to questions from the press and the public concerning programmatic issues.
- Assist with preparations for press conferences, public announcements, and other events.

Provide technical and consultative services in the evaluation of health education materials.

- Conduct market research as well as evaluation of health education and promotion materials, approaches and techniques.
- Assist program staff in assessing the response to advertising materials and the effectiveness of outreach efforts.
- Assist in the identification of priority public health concerns in need of health education components, and determine appropriate methods to meet those needs.

Health Education Media Specialist 3

May perform all of the same duties and functions as a Health Education Media Specialist 2.

Plan, direct and evaluate of mass media and/or community outreach health education and promotion campaigns for specific target audiences on various health issues.

- Plan and negotiate the purchase of advertising time and space of all media.
- Provide technical guidance to subordinate staff.
- Direct and assess formative market research, as well as evaluation of health education and promotion materials, approaches and techniques.
- Write and/or edit publications, advertisements, fact sheets, and other health education materials.

Advise Department staff and local health officials on the application of mass media and community outreach approaches to public health issues, problems, and needs.

- Suggest themes and strategies for specific campaigns.
- Direct the production and distribution of informational packets when requested by DOH program units.
- Advise programs on the use of promotional items and other collateral materials for specific campaigns or to help further their program goals.

Serve as liaison with other State agencies, public, and private groups involved in health education and promotion.

- Maintain contact with media representatives to advocate for health education and promotion issues.
- Plan the purchase of advertising time and space for Departmental campaigns in all media.
- Facilitate a Departmental presence at informational booths/tables at various conferences held by professional associations or by State legislators.

Minimum Qualifications

Health Education Media Specialist 2

Open Competitive: a bachelor's degree, and two years of experience in the preparation and distribution of health education or health promotion materials in both print media (e.g., brochures, posters, ads, newsletters) and electronic media (e.g., radio and TV public service announcements, videos, interactive computer programs). Thirty college credit hours in educational communications, communications, mass media, journalism, creative or technical writing, radio/television production or news writing, public health education, marketing or advertising, can be substituted for up to one year of the required experience.

Health Education Media Specialist 3

Promotion: one year as a Health Education Media Specialist 2.

Open Competitive: a bachelor's degree, and three years of experience in the preparation and distribution of health education or health promotion materials in both print media (e.g., brochures, posters, ads, newsletters) and electronic media (e.g., radio and TV public service announcements, videos, interactive computer programs). Thirty college credit hours in educational communications, communications, mass media, journalism, creative or technical writing, radio/television production or news writing, public health education, marketing or advertising, can be substituted for up to one year of the required experience.

Note: Classification Standards illustrate the nature, extent and scope of duties and responsibilities of the classes they describe. Standards cannot and do not include all of the work that might be appropriately performed by a class. The minimum qualifications above are those which were required for appointment at the time the Classification Standard was written. Please contact the Division of Staffing Services for current information on minimum qualification requirements for appointment or examination.

Date: 10/2015