



TITLE	CLASSIFICATION	SALARY GRADE/ASSIGNMENT
HEALTH PROMOTION SPECIALIST	CLASSIFIED	GRADE: P MONTHS:
BOARD POLICY REFERENCE: New Position		Board Approved: 01/10/12

JOB DESCRIPTION:

Under general supervision, perform highly skilled and complex work, planning, implementing and evaluating evidence-based health promotion strategies, policies, programs, and services for the college community, with a focus on health conditions and behaviors that interfere with student success in young adult populations. Working with Student Health Services staff, administer student population-based health assessments; analyze, determine, and communicate priority needs; and ensure that data-driven programs are developed and implemented, based on relevant, measurable, and practical health and learning outcomes.

SCOPE:

The Health Promotion Specialist, working within a public health framework, collaborates with Student Health Services staff, college faculty, staff and administrators, student leadership groups, and community agencies in the delivery of effective preventive health programs that incorporate multicultural diversity and social justice principles; conducts research; identifies and manages relevant grant opportunities at the local, state, and/or national level; hires, trains and supervises STNC's, student employees, and/or peer educators; provides educational presentations and presentations at professional conferences to a broad audience, including students, faculty, administrators, and community stakeholders.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature.

1. Provides a variety of health education and promotion services including presentations, educational and skills-based workshops, trainings, small group discussion/facilitation, and staff development projects.
2. Gathers, compiles, and synthesizes information to develop effective health promotion communications for the college community, including web page materials and links, student health newsletters/online magazine, media screens, and printed materials, for a diverse group of students, incorporating social norms marketing principles as appropriate. Coordinates with webmasters and public relations as needed.
3. Designs and applies quantitative and qualitative research (e.g. survey development, focus group design and facilitation, data analysis and interpretation, write reports, etc)
4. Acts as liaison to a variety of community service agencies and providers; develops collaborative partnerships as a part of health promotion activities at the college; coordinates memoranda of understandings, honorariums, or contracts as needed.
5. Supervises STNC and/or student workers/volunteers in planning, developing and implementing health promotion events, workshops, and outreach activities within the college community, with other Student Health Services professional staff, student leadership groups, and community agencies as indicated.
6. Participates as a Crisis Intervention Resource Team member, supporting staff development activities to train staff on preventive early interventions with students demonstrating behavioral signs of mental health disorders.

KEY DUTIES AND RESPONSIBILITIES – Continued

7. Coordinate and/or perform tasks required for health promotion and/or prevention grant funding, including budget tracking and invoices, prepare and submit reports, facilitate appropriate communications with grantors, monitor measurable outcomes through data collection and analysis, and attend meetings associated with the grant objectives.
8. Research, and collaboratively explore, new prevention grant opportunities that are aligned with the District's and Student Health Services' mission and priorities.

EMPLOYMENT STANDARDS

ABILITY TO:

Provide leadership and problem-solving skills in analyzing health promotion needs of emerging adults, especially college students; serve as a health information resource and make presentations to students, faculty and the public in structured and unstructured settings; design, apply and analyze surveys to identify student population needs, evaluate programs and services, and track health trends in student health status and behaviors; plan and implement evidence based health promotion programs and services; plan, organize, conduct and oversee a variety of instruction, training and outreach activities; maintain organization and integrate a variety of communication resources and media into health education, promotion and prevention work; work with community agencies effectively towards facilitating referrals and the delivery of health education, promotion and prevention activities; handle multiple projects simultaneously, manage time efficiently, and prioritize tasks; prepare and maintain clear and concise records and program reports; effectively use spreadsheet, publishing and presentation software; work effectively with diverse groups; exercise independent judgment; write and speak effectively; demonstrate strong interpersonal skills.

KNOWLEDGE OF:

Principles, methods and techniques of population based assessment, planning, intervention and evaluation of evidence based health education; and promotion and prevention programming that supports behavioral change. Working knowledge of behavioral risk factors and health conditions affecting young adults, (substance abuse, depression, sexual assault, etc.).

MINIMUM QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

Education:

Bachelor's degree with major coursework in health education, public health, community health, social services, behavioral sciences or a closely related field.

Experience:

Demonstrated experience in health education, health promotion, and /or prevention of health conditions. Experience in a higher education setting and/or a public health education role targeting diverse populations is highly desirable.

LICENSE OR CERTIFICATE:

Preferred: Certified Health Education Specialist (CHES).