



**COUNTY OF SONOMA (CA)
INVITES APPLICATIONS FOR THE POSITION OF:**

Health Services Public Information Analyst

An Equal Opportunity Employer

SALARY

\$33.43 - \$40.64 Hourly \$2,683.55 - \$3,262.33 Biweekly \$5,814.37 - \$7,068.38 Monthly
\$69,772.42 - \$84,820.56 Annually

OPENING DATE: 03/20/18

CLOSING DATE: 04/10/18

THE POSITION

The Sonoma County Department of Health Services is seeking an enthusiastic and experienced individual to join their team as the department's Health Services Public Information Analyst.

What the Position Offers

In addition to a competitive starting salary, expansive opportunities for growth and development, being part of a challenging and rewarding work environment that offers continuous training and education, and the satisfaction of knowing that you are working to better the communities of our region, you can look forward to some excellent benefits*, including:

- A cash allowance of approximately \$600 a month
- An annual Staff Development/Wellness Benefit allowance of \$1,500
- Eligibility for a 5% salary increase after 1040 hours (approximately 6 months when working full-time) for good work performance; eligibility for a 5% salary increase every year thereafter for good work performance, until reaching the top of the salary range
- Approximately five weeks of annual vacation & administrative leave accrual, and increased accrual rates with longevity; 11 holidays per year; and generous sick leave accruals
- Choice of five health plans with a County contribution
- Defined retirement benefit plan fully integrated with Social Security
- County contribution to a Retiree Health Reimbursement Arrangement

**Benefits described herein do not represent a contract and may be changed without notice.*

About the Position

The Health Services Public Information Analyst coordinates the Department of Health Services media relations, marketing, and external communication programs through messaging, websites, and social media. This position reports to the Director of Health Services, and will work closely with the staff to assist in planning for legislative advocacy issues, informational and educational outreach, and presentations and coordination of public meetings and hearings. Duties include:

- Establishing working relationships with news media, community groups, other agencies and government officials
- Developing a tracking and reporting system for communication requests and activities
- Writing and editing talking points, press releases, articles, and newsletters
- Developing presentations and related materials

The ideal candidate will have a related degree, at least three years' experience managing a public information and/or public relations program in a public sector agency, and will possess:

- Excellent written and oral communication skills

- The ability to manage and analyze organizational data
- A solid understanding of social media and website development and maintenance
- The ability to establish and maintain effective working relationships with a diverse group of stakeholders
- The ability to stay current on legislative issues affecting Health Services programs

The Civil Service title for this position is Program Planning and Evaluation Analyst. This employment list may also be used to fill future full-time, part-time, or extra-help positions as they occur during the active status of the list.

APPLICATION SUBMISSIONS REQUIRE THE SUPPLEMENTAL QUESTIONNAIRE BE COMPLETED.

MINIMUM QUALIFICATIONS

Education and Experience: Any combination of education, training, and experience which would provide the opportunity to acquire the knowledge and abilities listed herein. Normally, graduation from a college or university with a degree in social work, gerontology, psychology, sociology, public health, health science, health education, community health, public policy, public administration, business administration, economics, or a closely related area, and two years of experience in program planning, staff development, program supervision, community organization, and/or analysis of human, health, and/or child support services programs would provide such opportunity.

Specific experience related to the assigned division may be required for designated positions.

License: Possession of a valid driver's license at the appropriate level including special endorsements, as required by the State of California, may be required depending upon assignment to perform the essential job functions of the position.

KNOWLEDGE, SKILLS, AND ABILITIES

Considerable knowledge of: the principles and practices of data collection, management, and analysis, program planning, evaluation, needs assessment, and research methodology; project and program management; techniques, principles and work of the assigned program area; social and economic problems that call for the use of public and private county services; legislation and laws that regulate the operations of assigned program areas.

Working knowledge of: the principles and practices of grant preparation and review; budgeting and financial analysis including governmental sources of funding; principles, practices and methods of staff development; community resources and service agencies, including both private and other public agencies; the principles and practices of public economic assistance and service programs; principles of effective oral and written communication; effective community engagement and communication strategies and methods; personal computers and data base management systems.

Ability to: read, review, research, and analyze information including complex rules and regulations; plan, organize, develop, and carry through research projects effectively; select proper research methodology and apply it to program planning problems; design and evaluate program objectives and procedures; develop and implement training plans and programs to meet program needs; write and speak effectively; translate complex and/or complicated information into clear, concise terminology; understand and use data management systems to collect, manage, retrieve, and analyze quantitative data; present analysis and information visually as well as in writing; work cooperatively with a wide variety of professional and lay persons; work effectively with community groups and organizations; analyze problems and complaints and identify solutions; prepare, interpret and evaluate a variety of narrative and statistical data and reports; understand, interpret and apply procedures, laws, rules and regulations as they apply to assigned area; ensure proper compliance with federal, state and local guidelines, policies, goals, rules and regulations; understand and communicate complex systems and the relationship between a variety of initiatives.

SELECTION PROCEDURE

& SOME HELPFUL TIPS WHEN APPLYING

- Your application information and your responses to the supplemental questions are evaluated and taken into consideration throughout the entire selection process.
- You should list all employers and positions held within the last ten years in the work history section of your application. Be as thorough as possible when responding to the supplemental questions.
- You may include history beyond ten years if related to the position for which you are applying. If you held multiple positions with one employer, list out each position separately.
- Failure to follow these instructions may impact your competitiveness in this process or may result in disqualification.

Please visit [Getting a Job with the County of Sonoma](#) to review more detailed information about the application, examination, and department selection processes.

APPLICATION SUBMISSIONS REQUIRE THE SUPPLEMENTAL QUESTIONNAIRE BE COMPLETED.

Responses to supplemental questions will be scored using position-specific criteria. Please provide specific and detailed responses of a reasonable length to allow for thorough assessment of your qualifications. Responses which state "See Resume" or "See Application" may be considered insufficient and therefore may not be scored.

The selection procedure will consist of the following examination:

An **Application & Supplemental Questionnaire Appraisal Examination** (weight 100%) will be conducted to evaluate each applicant's application and supplemental questionnaire for satisfaction of minimum qualifications (pass/not pass); and for educational coursework, training, experience, knowledge, and abilities which relate to this position. Each applicant will be evaluated based on the following criteria:

- Relevance of work history, related experience, and achieved level of education and/or training as described in the application and responses to the supplemental questions.

Candidates demonstrating possession of the minimum qualifications will be placed on an employment list in order of most qualified to least qualified based on the achieved score received in the Application & Supplemental Questionnaire Appraisal Examination. Scores may be adjusted based on such factors as number of candidates, anticipated vacancies, past practice, and natural breaks in the scores achieved by this group of candidates.

ADDITIONAL INFORMATION

A background investigation is required prior to employment. Candidates referred to departments for a selection interview are typically required to sign authorization and release forms enabling such an investigation. Failure to sign prescribed forms will result in the candidate not being considered further for that vacancy. Reference information will not be made available to applicants.

Additional requirements, such as successful completion of a physical exam, drug screen, etc., may apply, depending on the duties and responsibilities of the position. If you receive a conditional job offer for the position, the requirements upon which the offer are contingent will be outlined in the conditional job letter. You may also review the [Job Classification Screening Schedule](#) to determine the requirements for this position.

HOW TO APPLY

Applications are accepted on-line at: www.yourpath2sonomacounty.org. Paper applications may be submitted by person, fax (707-565-3770), email, or through the mail. All applications and appropriate supplemental information as outlined in the job bulletin must be RECEIVED by the time and date specified on the first page of this job announcement. Applications received after

the recruitment closes will not be accepted.

The County of Sonoma prioritizes and is committed to continuously providing a workplace where equal employment opportunity is afforded to all people. Please view the County's [Equal Employment Opportunity Policy](#) for further information.

HR Analyst: TF

HR Technician: KW

APPLICATIONS MAY BE OBTAINED AND FILED ONLINE AT:

<http://www.yourpath2sonomacounty.org>

OR

575 Administration Drive, Suite 116B,
Santa Rosa, CA 95403

EXAM #18/03-0880-OPIA

HEALTH SERVICES PUBLIC INFORMATION ANALYST

TF

Health Services Public Information Analyst Supplemental Questionnaire

- * 1. Please indicate if you would also be interested in part-time or extra-help (temporary, intermittent, or seasonal employment) positions should they become available. Check all that apply.
- ☐ I would also like to be considered for future part-time positions.
 - ☐ I would also like to be considered for future extra-help positions.
 - ☐ I am only interested in full-time positions.
- * 2. How did you first learn about this opportunity?
- ☐ Association of Bay Area Governments (ABAG)
 - ☐ CalJobs
 - ☐ California Association of Public Information Officials (CAPIO)
 - ☐ College or University
 - ☐ Craigslist
 - ☐ Employee of Sonoma County
 - ☐ Facebook
 - ☐ GovernmentJobs.com
 - ☐ Hispanic Chamber of Commerce of Sonoma County
 - ☐ Latino Service Providers
 - ☐ Indeed
 - ☐ LinkedIn
 - ☐ Los Cien
 - ☐ Minority Organization or Group
 - ☐ Monster
 - ☐ Press Democrat
 - ☐ sonoma-county.org/www.yourpath2sonomacounty.org
 - ☐ Sonoma County Human Resources Office
 - ☐ Sonoma County Job Line
 - ☐ Twitter
 - ☐ Women's Organization or Group
 - ☐ Other Internet Site
 - ☐ Other Publication
- * 3. Please describe your qualifying education or training in social work, gerontology, psychology, sociology, public health, health sciences, health education, community health, public policy, public administration, business administration, economics, or a closely related area. List your relevant degrees or coursework.
- * 4. Please describe your experience in program planning, staff development, program supervision, community organization, and/or analysis of human, health, and/or child support services programs.

- * 5. Please describe your experience managing a public information/relations program. Highlight any experience you may have performing public relations responsibilities in a health service or other type of public sector agency.

- * 6. Please describe your experience writing speeches and preparing and editing talking points, press releases, articles, or other informational material.

- * 7. Please describe your experience using social media in marketing and/or outreach efforts.

- * Required Question