

#63-Program Analyst (Media Advocacy Specialist) (Washington, DC)

Job Posting Date: 08/10/11

Application Deadline: 10/10/11

Job Type: Full-Time

Position Description:

The National Association of County and City Health Officials (NACCHO) has an immediate opening for a 100% FTE Program Analyst for health equity-related projects. This position is funded through the W.K. Kellogg Foundation and The Division of Violence Prevention, Centers for Disease Control and Prevention.

GENERAL RESPONSIBILITIES

This Program Analyst position is a member of the Public Health Infrastructure and Systems (PHIS) primary work team. They will provide support for projects within NACCHO's health equity program. Specific responsibilities include: daily management of the website for the Local Health Department National Coalition for Health Equity; management of the website for the documentary series Unnatural Causes: Is Inequality Making Us Sick? (www.unnaturalcauses.org); and support for the Roots of Health Inequity project, which will produce a dozen brief, accessible reports on themes associated with the root causes of health inequity and the implications of the analysis for public health practice.

General responsibilities include providing research assistance; participating in project planning, coordination, and implementation; project communication and promotion; participating on the health equity and social justice internal, cross-cutting team; leading NACCHO's social media initiatives; providing logistical support to and assistance in planning meetings, specifically for the Health Equity and Social Justice advisory Committee; and other duties as assigned. This position supports and advances NACCHO's Strategic Map and contributes to the ongoing activities of the organization.

NATURE OF WORK

This is a full-time (100%) professional position for one year requiring strong analytical, interpersonal, technical, and writing skills. The work involves: a) regular management of two websites. Apart from technical requirements, the analyst will engage membership on a social networking site, seek to increase participation, and search for and upload relevant materials; b) on a second site, update information and respond to queries, and c) organize and coordinate project materials and notes on SharePoint for a third project. The analyst will engage in partnerships with fellow staff, participation in associated professional organizations and groups, and collaboration with NACCHO member LHDs. The work also requires the exercise of discretion and independent judgment.

SPECIFIC EXAMPLES OF TYPE OF WORK:

Project Planning, Coordination, and Evaluation

- Represents NACCHO's health equity projects at local and national conferences.
- Guides Web technology choices for health equity projects and oversees ongoing maintenance of NACCHO's Local Health Department National Coalition for Health Equity website and the Unnatural Causes website.
- Coordinates and prepares written summaries of project meetings, including advisory group

meetings, CDC Advisory Panel meetings, and conference calls.

- Interfaces between NACCHO, NACCHO members, various committees, and partner organizations.
- Develops and/or maintains project-related databases.
- Helps to ensure integration of project with other NACCHO projects.
- Provides input on project proposals, periodic reports to funding agencies, and other documents related to the project.
- Assists with evaluation of program effectiveness and program activities.
- Assists with conference planning and implementation.

Project Communication

- Develops and maintains project-related social networking Website and related databases
- Uses social networking tools to build community and encourage interaction.
- Responds to project inquiries from LHDs nationwide.
- Assists in the development, assembly and distribution of related educational materials and public health tools for distribution to members and partners.
- Identifies opportunities for marketing the project and assists in implementing promotional activities.
- Updates and maintains key areas of the project portion of the NACCHO website and Toolbox.
- Drafts submissions for Public Health Dispatch, manages editing process for health equity-oriented articles for NACCHO Exchange.
- Represents NACCHO at meetings, as needed.

Social Media

- Researches best practices in the use of Web 2.0 technologies in use at NACCHO (Twitter, Facebook, LinkedIn, blogging)
- Provides staff training on new communications tools
- Works closely with web and communications/public affairs staff to ensure consistency of message

Identifies NACCHO programs to promote using social media and drafts appropriate announcement, link, tweet, etc.

Research

- Researches and identifies relevant tools and resources related to health equity.
- Collecting and organizing relevant literature on health equity

Other

- Drafts ("ghost writes") articles, tweets, and responses to questions on behalf of work group chair(s) and other NACCHO staff members.
- Participates actively on assigned teams.
- Performs administrative support tasks, and other duties as assigned.

NOTE: Some travel may be required at least twice a year

Qualifications:

EMPLOYEMENT STANDARDS

Education and Experience

Bachelor's degree in relevant professional field with a minimum of two years experience in a

local public health or health equity ado setting. Master's Degree in Public Health (MPH) or closely-related field preferred.

Knowledge

- Knowledge of emerging new media technologies, such as blogs, social networks, etc.
- Knowledge of Web development technologies.
- Knowledge of HTML, CSS, and the Adobe Creative Suite, especially Dreamweaver.
- Knowledge of and demonstrated interest in health equity issues
- Knowledge of and demonstrated interest in social media and online community building.
- Knowledge and understanding of coalition building techniques
- Knowledge of public health issues at the local, state and/or federal level
- Preferred: Familiarity with Unnatural Causes documentary series
- Preferred: Experience working in an association environment
- Preferred: Familiarity with listservs such as Spiritof1848; SDOH

Abilities

- Ability to establish effective working relationships with diverse groups, and to interact effectively with co-workers, members, funding agencies, partners, vendors, and other external stakeholders
- Excellent ability to communicate well with the public on the phone, via email, and in person
- Ability to interpret and explain technical research findings both orally and in writing
- Ability to collaborate in designing projects and program implementation
- Ability to coordinate meeting logistics
- Ability to multi-task and set priorities
- Ability to complete tasks within assigned time frames
- Ability to develop and maintain databases
- Ability to work independently as necessary to achieve high performance in position
- Ability to work effectively within teams
- Full accountability for all work responsibilities and outcomes, and for input to team(s)

Skills

- Good research skills
- Strong computer skills with Microsoft Office, particularly Word and Excel; in addition, Zotero (or Endnote)
- Strong computer skills with online tools like Ning and SharePoint.
- Strong interpersonal skills
- Strong oral and written communication skills
- Strong analytical skills
- Strong organizational skills; ability to maintain accurate files
- Detail-oriented; high degree of accuracy in all aspects of work
- Good presentation skills
- Customer service orientation, for both internal and external customer
- User support and trouble-shooting (e.g., website how to guide)

Compensation: \$49,800-\$53,748 Annually

How to Apply: E-Mail

SELECTION PROCESS:

Applicants must apply using the link below—resumes will not be accepted through other means.
mailto:72102-CJB-0@naccho.hrmdirect.com

Qualified applicants should send cover letter and resume to: NACCHO, Attn: Program Analyst
(Media Advocacy Specialist). No phone calls please.