



# VICTORIA COUNTY

## PUBLIC HEALTH DEPARTMENT

2805 N. Navarro, Victoria TX 77901

**Position: Community Engagement and Public Relations Supervisor**

**2021**

**Full-time Position**

**Salary: \$18.70 - \$22.00**

**Non-Exempt**

**Open until filled**

### **SUMMARY**

The Community Engagement and Public Relations Supervisor reports to the Assistant Director and is responsible for overseeing a range of community relations, marketing, communications and supervisory activities for the Health Disparities program and Be Well program.

### **Essential duties and responsibilities include, but are not limited to the following:**

- Provide overall project management and oversight to implementation activities related to “Be Well Victoria” and initiatives addressing health disparity, must be a self-starter and be able to manage multiple projects simultaneously
- Manages public relations and social media campaigns to align with VCPHD strategic vision
- Develop and coordinate Be Well Victoria community well-being assessment, in collaboration with HOGG Foundation
  - Develop “Be Well Victoria” Outcomes and Performance Measures based on Community Well-Being Assessment results
  - Provide plan for Program Evaluation based on Outcomes and Performance Measures
  - Plan and chart the strategic direction of “Be Well Victoria” as project coordinator
- Create engaging and shareable content for social media platforms and a monthly newsletter
- Implement social media strategies to increase community engagement and outreach
- Oversee duties of Community Health Workers (CHW) ensuring program continuity with Be Well Victoria’s established objectives and health disparities in Victoria County
- Provide community feedback to VCPHD Leadership and key stakeholders
- Must possess exceptional written and oral communication skills
- Stay up-to-date with the latest industry and digital trends
- Respond to public inquiries & comments on social platforms in a timely manner
- Build relationships with the online community

- Monitor and provide feedback on engagement/conversation via social media channels to leadership
- Responsible for supervising community relations activities and initiatives
- Coordinates and assists with community engagement events internally and externally, presentations to community organizations & service clubs
- Develops and maintains effective relationships community agencies
- Performs other duties as assigned

#### **QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each of the above essential duties satisfactorily. The requirements listed below are representative of the education and/or experience, knowledge, skill, and/or abilities necessary to perform this job.

#### **Education and/or Experience:**

- A Bachelor's degree from an accredited college or university with major course work in marketing, public relations, media, public health or related field
- Two (2) years supervisory experience or related work preferred

#### **Other Skills:**

- Must have strong communication & interpersonal skills to positively engage with the public on a daily basis
- Ability to get along well with the public and co-workers
- Ability to communicate in verbal and in written form
- Ability to work with a computer
- Ability to prioritize work
- Ability to complete assigned items in a timely manner
- Ability to analyze situations and take appropriate actions
- Ability to function as a working member of a group or team, as well as individually, with supervision
- Ability to establish and maintain cooperative relations with the regulated public and the ability to maintain a professional demeanor in adverse circumstances
- Bilingual (Spanish/English) abilities an asset

**CERTIFICATES, LICENSURES, REGISTRATIONS:**

- Must have a valid Texas driver's license and proof of automobile liability insurance

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be in good general health in order to perform the duties of this position
- Must be able to operate a motor vehicle when necessary
- Must be able to work in adverse weather conditions rarely
- Must be able to sit at a desk, use a computer keyboard, answer the telephone, etc

**WORK ENVIRONMENT:**

The work environment characteristics described below 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 the essential functions.

- Some of the duties involve sitting at a desk in a climate controlled environment
- Many times the employee will be out in the community meeting with members of the public in a variety of environmental conditions
- Employee will work flexible hours, including weekend hours
- Employee will drive a vehicle provided by Victoria County for work duties only
- Employee will experience multiple encounters with the general public, with employees, and with supervisors throughout the day

Apply to Human Resources, Victoria County Courthouse. EEOE. No phone calls please. Applications are required. Employment Applications can be found online under the employment jobs link or <https://www.vctx.org/page/employment>.

Victoria County Human Resources  
115 N. Bridge St., Room 127  
Victoria, TX 77901