



STATE OF OREGON
Oregon Health Authority (OHA)
POSITION DESCRIPTION

Position Revised Date:

Agency: Oregon Health Authority

Division: External Relations Division

☒ New ☐ Revised

This position is:

- ☐ Classified
☐ Unclassified
☐ Executive Service
☐ Mgmt Svc – Supervisory
☒ Mgmt Svc – Managerial
☐ Mgmt Svc – Confidential

SECTION 1. POSITION INFORMATION

- a. Classification Title: Public Affairs Specialist 3
- b. Classification No: 0866 c. Effective Date: 5/1/2026
- d. Position No: 1012589
- e. Working Title: Communications Officer, Public Health Division
- f. Agency No: 44300
- g. Section Title: External Relations Division, Communications Section
- h. Employee Name: _____
- i. Work Location (City — County): Portland – Multnomah County
- j. Supervisor Name: Jonathan Modie
- k. Position: ☐ Permanent ☐ Seasonal ☐ Limited Duration ☐ Academic Year
☐ Full-Time ☐ Part-Time ☐ Intermittent ☐ Job Share
- l. FLSA: ☐ Exempt If Exempt: ☐ Executive ☐ Professional ☐ Administrative
☐ Non-Exempt
- m. Eligible for Overtime: ☐ Yes ☒ No

SECTION 2. PROGRAM AND POSITION INFORMATION

- a. Describe the program in which this position exists. Include program purpose, who's affected, size and scope. Include relationship to agency mission.

Oregon Health Authority's mission is to help people and communities achieve optimum physical, mental and social well-being through partnership, prevention and access to quality, affordable health care.

To fulfill OHA's vision and mission, the agency has developed and is implementing a strategic plan with a single overarching goal: eliminate health inequities in Oregon by 2030. OHA definition for health equity:

Oregon will have established a health system that creates health equity when all people can reach their full potential and well-being and are not disadvantaged by their race, ethnicity, language, disability, age, gender, gender identity, sexual orientation, social class, intersections among these communities or identities, or other socially determined circumstances.

Achieving health equity requires the ongoing collaboration of all regions and sectors of the state, including tribal governments to address:

- *The equitable distribution or redistribution of resources and power; and*
- *Recognizing, reconciling and rectifying historical and contemporary injustices.*

OHA's work is organized into three broad goals: improve the lifelong health of all Oregonians; increase the quality, reliability and availability of care for all Oregonians; and lower or contain the cost of care so it is affordable to everyone.

OHA includes most of the state's health care programs, including Public Health and the Oregon Health Plan. This gives the state greater purchasing and market power to begin tackling issues with costs, quality, lack of preventive care and health care access. OHA also works in partnership with communities on health promotion and prevention to address the factors outside the doctor's office that contribute to health disparities.

OHA values service excellence, leadership, integrity, health equity, innovation and partnership. This employment opportunity is with the External Relations Division, which is part of OHA.

OHA Public Health Division

OHA's Public Health Division works to protect and promote the health of all Oregonians and the communities where they live, work, play, learn and age. The Public Health Division, which is a part of Oregon's public health system, supports the Triple Aim of better health, better care and lower costs by collecting and monitoring data on the health of Oregonians and using that data to implement community health strategies that work.

The Oregon public health system includes federal, state and local agencies, private organizations and other diverse partners working together to put healthy options and health-promoting services within reach for everyone in Oregon. Oregon needs a strong public health system to achieve better health and better care at lower costs. Public health plays an important role in [Oregon's health system transformation](#).

Office of the State Public Health Director

The Office of the State Public Health Director (OSPHD) guides the strategy, operations, and policy of public health programs within the division, and assures an effective and coherent public health system for Oregon. This includes extensive interactions with a range of state and local agencies and organizations, health care providers, federal agencies, and the private sector.

The Division's work affects all Oregonians. Many of the programs overseen by the Office of the State Public Health Director are administered in collaboration with Oregon's 34 local health departments, healthcare systems and partners. The Division has approximately 700 FTE and is responsible for oversight of \$524.3 million biennially.

Under the leadership of the Office of the State Public Health Director, the Division is organized by three centers:

Center for Health Protection

The Center for Public Health Protection protects the health of individuals and communities through establishing, applying and ensuring reliable compliance with regulatory and health-based standards. The Center's diverse programs work closely with other federal, state and local agencies, regulated entities and active stakeholder groups. The Center's work emphasizes continuous process improvement, technical assistance, scientific assessment, ongoing monitoring and risk communication to protect the health of all people in Oregon.

Center for Prevention and Health Promotion

The Center for Prevention and Health Promotion houses community-oriented preventive clinical and community health services and supports the policy, systems and environmental changes that promote good health. This Center guides and supports healthy communities through data collection, analysis and reporting; by supporting the Governor's priorities around tobacco, obesity and early learning; and, by acting as a point of contact with the healthcare system on certain key clinical prevention practices. This center will work with many partners, including local public health, child care facilities, schools, worksites, healthcare providers, transportation, and the private sector to ensure that we reduce preventable injury, illness, and death and promote good health. This Center's work affects all Oregonians. Many of the programs overseen by this Center are administered in collaboration with Oregon's 34 local health departments. This center has approximately 200 FTE. The total estimated biennial budget of this Center is \$348.8 million.

Center for Public Health Practice

The Center for Public Health Practice provides services to prevent and control diseases, monitor vital events, and assure an effective statewide public health system. CPHP programs work closely with local and tribal governments, community partners, and the public to protect and improve the health of all people in Oregon. Special emphasis is placed on communicable diseases, including epidemiology, laboratory testing, immunization, and other community control measures. CPHP screens all newborn infants for biochemical disorders to prevent disability or death and collects and analyzes vital record data to monitor health trends. The quality of statewide public health services is assured through consultation, planning, review, and accreditation of state and local agencies.

b. Describe the primary purpose of this position, and how it functions within this program. Complete this statement. The primary purpose of this position is to:

The employee will lead, design and implement goal-driven, proactive strategic communications for the Public Health Division, whose programs and initiatives are key to ensuring OHA's goal of eliminating health inequities by 2030 are reached. This position requires independently leading and developing a comprehensive communications plan that effectively delivers linguistically and culturally appropriate information to target audiences; builds a positive perception of the Public Health Division, and garners statewide and national recognition of Oregon's leadership in health system transformation. The employee will advise agency leadership and project leads on: the impact of program decisions on public opinion and potential media coverage; content for external presentations to government entities, community groups and media; and build communications plans for one month to two years out.

SECTION 3. DESCRIPTION OF DUTIES

List the major duties of the position. State the percentage of time for each duty. Mark "N" for new duties, "R" for revised duties or "NC" for no change in duties. Indicate whether the duty

is an “Essential” (E) or “Non-Essential” (NE) function.

Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit “Enter”.

% of Time	N/R/NC	E/NE	DUTIES
30%	N	E	Strategic Planning - Develop and implement communications strategies and plans supporting all centers, sections, programs and major initiatives of the Public Health Division that includes proactive media relations activities and coordination with other communications developers within the OHA External Relations Divisions, Communications Unit, including coordinators for social media, video and statewide newsletter. Consider strategies for current day to two years out and the potential impact to all audiences (media, public, local public health authorities, other state agencies, health care partners, community-based partners). - Stay apprised of Public Health Division planning, decisions and partner feedback to recognize where communications changes are needed. Proactively identify implications to communications strategies and plans based on changes to project scope. - Manage sensitive information and materials as appropriate. - Track status of communication efforts; update the Public Health Division team on deliverables and/or potential risks to missed opportunities. - Build crisis communications plans and implement strategies.
30%	N	E	Consultation & Advising - Attend director-level meetings and advise leadership on the impact of policy decisions on Public Health Division communications. - Provide consultation/technical assistance to Public Health Division leaders and staff, provide media training to subject matter experts, coordinate and implement media events such as press conferences, media availabilities, etc. - Develop messaging and presentation materials for OHA director and leadership for legislative, media and community presentations. Recognize where cross-agency collaboration (OHA, ODHS, DEQ, OEM, ODFW, OR-OSHA) and state executive-level input is needed. - Provide preparation documents and coordinate subject matter expert discussions in advance of media interviews, bringing recommendations for tone, messaging. - Communicate frequently with agency and project leads to stay apprised of a wide variety of project status updates. Identify and solve communications issues.
25%	N	E	Earned Media Relations Develop and implement a proactive strategic national and state media communications plan for the Public Health Division. Duties include writing media releases, identifying media opportunities, pitching stories to reporters, producing media availabilities and press conferences, and coordinating with other External Relations Division communications developers (social media, video producer, statewide newsletter) as needed to fulfill the division’s strategic goals.

			- Respond to all Public Health Division media inquiries, build briefing materials in advance of media interactions, and develop relationships with news reporters who cover public health-related topics. - Proactively meet with reporters and editors.
10%	N	E	Writing/Editing - Write and distribute communications materials on public health-related topics. - Research, write and edit press releases, op-eds, media kits and partner media toolkit documents (talking points, key messages, FAQs, press releases, template press releases). Support newsletter editor, social media coordinator and video producer in development of copy for their respective communications products. - Support the updating and development of copy for Public Health Division websites, restructuring and updating.
5%	N	E	Perform other duties as assigned, including providing input on communications strategies during communications team meetings, reviewing reports and manuscripts for media risks and media coverage and storytelling opportunities, reviewing proposals for earned and paid media campaigns, etc.
At all times			Consistently treat customers, stakeholders, partners, vendors and coworkers with dignity and respect. Create and maintain a work environment that is welcoming and respectful of diversity. Set clear guidelines and models expected professional behaviors.
At all times	N	E	Demonstrate recognition of the value of individual and cultural differences; create a work environment where talents, abilities and experiences of others are valued. Consistently treat Tribes, community members, partners, co-workers, vendors, patients and consumers with dignity and respect. Create and maintain an inclusive environment for all staff.
Ongoing			Commitment to ongoing personal and professional development on the topics of anti-racism, elimination of health inequities, trauma-informed and resiliency practices, social determinants of health and equity, universal accessibility and development of diverse and inclusive work environments. Participation in equity-focused trainings, resource groups and workgroups.

SECTION 4. WORKING CONDITIONS

Describe any on-going working conditions. Include any physical, sensory, and environmental demands. State the frequency of exposure to these conditions.

At least 75% of the work of this role may be conducted remotely with full access to the needed operating systems and technology. There are times that work will need to be conducted onsite. On site work occurs in a standard office environment with no unusual physical demands or exposures.

Must be able to access information from a variety of sources, including textbooks, professional journals, computer programs, internet, and via consultation with other experts. Facility with personal computers as necessary. Work hours may include nights and weekends. Travel, including driving, may be required in all weather conditions.

SECTION 5. GUIDELINES

a. List any established guidelines used in this position, such as state or federal laws or regulations, policies, manuals, or desk procedures:

- OHA Policies and Procedures manual
- Confidentiality regulations and policies
- Oregon Revised Statutes and Oregon Administrative Rules governing communicable diseases
- Cooperative Agreement guidelines and requirements from CDC-PHEP and ASPR-HPP
- ACDP Communicable Disease Investigative Guidelines
- National Notifiable Disease Reporting System and Public Health Laboratory Information System
- standards
- 45 Code of Federal Regulations 46
- CDC Crisis and Emergency Risk Communication Framework
- National Incident Management System

b. Alternative language and alternate formats- related laws

c. How are these guidelines used?

They ensure confidentiality of protected health information and a coordinated public information response.

Assist in formulating policies and establishing priorities and procedures.

SECTION 6. WORK CONTACTS

With whom, outside of co-workers in this work unit, must the employee in this position regularly come in contact?

Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit "Enter".

Who Contacted	How	Purpose	How Often?
OHA Public Health Division staff, managers and leadership	In person/phone/email/web conference	Coordination and information sharing for content development and subject matter expertise	Daily/weekly
External Relations Division Communications staff	In person, phone/ email/ web conference	Coordination and information sharing	Daily/weekly

SECTION 7. POSITION-RELATED DECISION MAKING

Describe the typical decisions of this position. Explain the direct effect of these decisions:

Decisions for this position include: responses to media, messaging for public-facing presentations, guidance for spokespeople and timeframes for communications. This employee must be highly capable of independent decision-making. The impact to their decisions would be agency-wide and statewide, and could impact the health of more than 4 million people in Oregon.

SECTION 8. REVIEW OF WORK

Who reviews the work of the position?

Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit "Enter".

Classification Title	Position Number	How	How Often	Purpose of Review
Strategic Communications Manager		Formally	Daily	Discuss problems as they arise and the accomplishment of work in general. Supervise position and consult as needed.

SECTION 9. OVERSIGHT FUNCTIONS

- a. How many employees are directly supervised by this position? 0
How many employees are supervised through a subordinate supervisor? 0
- b. Which of the following activities does this position do?

- | | |
|--|---|
| ☐ Plan work | ☐ Coordinates schedules |
| ☐ Assigns work | ☐ Hires and discharges |
| ☐ Approves work | ☐ Recommends hiring |
| ☐ Responds to grievances | ☐ Gives input for performance evaluations |
| ☐ Disciplines and rewards | ☐ Prepares and signs performance evaluations |

SECTION 10. ADDITIONAL POSITION-RELATED INFORMATION

ADDITIONAL REQUIREMENTS: List any knowledge and skills needed at time of hire that are not already required in the classification specification.

All positions in OHA require a Criminal Background Check and an Abuse/Neglect Check.

Fingerprints may be required.

Budget constraints may require staff take unpaid furloughs at the direction of the Governor, Director of the Oregon Health Authority or the Public Health Director.

The person in this position must rigorously adhere to the highest standards of confidentiality regarding patient information.

The person in this position must possess:

- Familiarity with creating low literacy/easy to comprehend materials.
- Awareness of the laws and policies regarding confidential information and information sharing.
- Background in emergency communication and information distribution.
- Strong interpersonal skills.
- Knowledge of the principles, methods and standards of email marketing and e-newsletters.
- Experience using mass media, the internet, community- and grassroots communication channels and other appropriate methods to communicate health and/or public information to state citizens, partners and policy.

BUDGET AUTHORITY: If this position has authority to commit agency operating money, indicate the following:

Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit "Enter".

Operating Area	Biennial Amount (\$00,000.00)	Fund Type

SECTION 11. ORGANIZATIONAL CHART

Attach a current organizational chart. Be sure the following information is shown on the chart for each position: classification title, classification number, salary range, employee name and position number.

SECTION 12. SIGNATURES

Employee Signature

Date

Supervisor Signature

Date

Appointing Authority Signature

Date