



STATE OF OREGON
Oregon Health Authority (OHA)
POSITION DESCRIPTION

Position Revised Date:
October 6, 2023

This position is:

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

Agency: Oregon Health Authority

Division: External Relations Division

New Revised

SECTION 1. POSITION INFORMATION

- a. Classification Title: Public Affairs Specialist 3
- b. Classification No: 0866 c. Effective Date: 10/06/2023
- d. Position No: PPDB-1025755, WD000000161544
- e. Working Title: Communications Officer, 1115 waiver
- f. Agency No: 44300
- g. Section Title: External Relations Division
- h. Employee Name: _____
- i. Work Location (City — County): Portland – Multnomah County
- j. Supervisor Name: Carmen Perezchica
- 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.

The Oregon Health Authority (OHA) is the organization at the forefront of lowering and containing costs, improving quality, and increasing access to health care in order to improve the lifelong health of Oregonians. OHA is responsible for most state health services and for implementing the health care reforms in House Bill 2009. OHA is overseen by the nine-member citizen Oregon Health Policy Board working toward comprehensive health and health care reform in our state.

The OHA mission is helping people and communities achieve optimum physical, mental and social well-being through partnership, prevention and access to quality, affordable health care. 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.

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 organize goal-driven, proactive strategic communications for the 1115 Medicaid waiver, a key initiative at OHA in ensuring equity goals are reached by 2030. 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 waiver, and garners statewide and national recognition of Oregon’s leadership in health care 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	<p><u>Strategic Planning</u></p> <ul style="list-style-type: none"> Develop communications plans across all elements of the waiver initiative. Consider strategies for current day to two years out and the potential impact to all audiences (members, providers, community partners, CCOs). Stay apprised of waiver planning, decisions, and partner feedback to recognize where communications changes are needed. Proactively identify implications to communications plans based on changes to project scope. Manage sensitive information and materials as appropriate. Track status of communication efforts; update the waiver team on deliverables and/or potential risks to missed opportunities. Build crisis communications plans and implement strategies.
30%	N	E	<p><u>Consultation & Advising</u></p> <ul style="list-style-type: none"> Attend director-level meetings and advise leadership on the impact of policy decisions to waiver communications. Develop messaging and presentation materials for OHA director and leadership for legislative, media and community presentations. Recognize where cross-agency collaboration (OHA, ODHS, OCHS) and state executive-level input is needed.

			<ul style="list-style-type: none"> • Prepare prep documents in advance of media interviews with suggested tone and 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	<p><u>Earned Media Relations</u></p> <ul style="list-style-type: none"> • Develop and implement a proactive strategic national and state media communications plan about the waiver. Duties include writing media releases, identifying media opportunities, pitching stories to reporters and producing media availabilities and press conferences as needed to fulfill the plan’s strategic goals. • Respond to all 1115 waiver media inquiries, build briefing materials in advance of media interactions, and develop relationships with news reporters who cover the topic of Medicaid and the Oregon Health Plan. • Proactively meet with reporters and editors.
10%	N	E	<p><u>Writing/Editing</u></p> <ul style="list-style-type: none"> • Supervise the writing and production of waiver publications. • Research, write and edit op-eds, media 101 kits, video scripts, partner toolkit documents. Oversee the production of internal and external newsletters. • Develop plans for waiver web sites, restructuring and updating.
5%	N	E	<ul style="list-style-type: none"> • Performs other duties as assigned.
At All Times	N	E	<ul style="list-style-type: none"> • Consistently treats customers, stakeholders, partners, vendors and co-workers with dignity and respect. Creates and maintains a work environment that is welcoming and respectful of diversity. Sets clear guidelines and models expected professional behaviors.

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.

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 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
- Alternative language and alternate formats- related laws

b. How are these guidelines used?

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

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 Medicaid and waiver program staff and waiver implementation 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, state-wide and could impact benefits to 1.5 million OHP members.

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
Deputy Director of Communications		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?
- | | |
|--|---|
| <input checked="" type="checkbox"/> Plan work | <input type="checkbox"/> Coordinates schedules |
| <input type="checkbox"/> Assigns work | <input type="checkbox"/> Hires and discharges |
| <input type="checkbox"/> Approves work | <input type="checkbox"/> Recommends hiring |
| <input type="checkbox"/> Responds to grievances | <input type="checkbox"/> Gives input for performance evaluations |
| <input type="checkbox"/> Disciplines and rewards | <input type="checkbox"/> 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
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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
Carmen Perezchica	11/21/2023
Supervisor Signature	Date
_____	_____
Appointing Authority Signature	Date