



STATE OF OREGON
Oregon Health Authority (OHA)
POSITION DESCRIPTION

Position Revised Date:

This position is:

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

Agency: Oregon Health Authority

Division: Health, Policy and Analytics

☒ New ☐ Revised

SECTION 1. POSITION INFORMATION

- a. Classification Title: Public Affairs Specialist 2
- b. Classification No: C0865 c. REPR Code: OAH
- d. Position No: NBP funded by 2731387
- e. Working Title: RHTP Strategic Communications & Engagement Analyst
- f. Agency No: 44300
- g. Section Title: Office of Health Policy
- h. Employee Name: Vacant
- i. Work Location (City — County): Portland – Multnomah
- j. Supervisor Name: Vacant
- k. Position: ☐ Permanent ☐ Seasonal ☒ Limited Duration ☐ Academic Year
☒ Full-Time ☐ Part-Time ☐ Intermittent ☐ Job Share
- l. FLSA: ☐ Exempt If Exempt: ☐ Executive ☐ Professional ☐ Administrative ☐ Computer
☒ 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.

OHA values health equity, service excellence, integrity, leadership, partnership, innovation, and transparency. OHA's health equity definition is "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 10-year goal is to eliminate health inequities.

The Health Policy and Analytics Division is aligned with the Oregon Health Authority’s core values of partnership, service excellence, leadership, integrity, health equity, innovation, and transparency. In our practice, these values are expressed through:

Service Excellence:

- Understanding and responding to Oregon public health needs and the people we serve
- Pursuing our commitment to innovation and science-based best practices
- Fostering a culture of continuous improvement

Leadership:

- Building agency-wide and community-wide opportunities for collaboration
- Championing public health expertise and best practices
- Creating opportunities for individual development and leadership

Integrity:

- Working honestly and ethically in our obligation to fulfill our public health mission
- Ensuring responsible stewardship in public health resources

Health Equity:

- Eliminating health disparities and working to attain the highest level of health for all people
- Ensuring the quality, affordability, and accessibility of health services for all Oregonians
- Integrating social justice, social determinants of health, diversity, and community

Partnership:

- Working with partners and communities to protect and promote the health of all Oregonians
- Seeking, learning from, and respecting internal and external ideas and opinions
- Exploring and defining the roles and responsibility of public health staff and partners

Innovation:

- We are not satisfied with the status quo if there are new and better ways to meet the needs of the people we serve. We bring creativity, experience, and openness to our search for solutions to problems. We pursue opportunities to develop new evidence to evolve our practices.

Transparency:

- We communicate honestly and openly, and our actions are upfront and visible. We provide open access to information and meaningful opportunities to provide input and participate in our decision-making.

The Health Policy and Analytics Division provides agency-wide policy development, strategic planning, and clinical leadership. The Division develops statewide delivery system technology tools to support care coordination, health system performance evaluation reports, and Coordinated Care Organization and delivery transformation support. The Division also develops and implements innovative approaches working with its partners to achieve the triple aim of better health, better care, and lower costs through the seven program areas within HPA.

The Office of Health Policy (OHP), within the Division of Health Policy and Analytics, leads health policy analysis, development, planning, implementation, and evaluation to support Oregon Health Authority (OHA) policy decisions and healthcare system transformation efforts. The Office leverages existing and emerging data resources to assess Oregon’s healthcare system and OHA-administered programs, providing insights and recommendations to agency

leadership, the Governor, the Legislature, the Oregon Health Policy Board (OHPB), and other key partners. OHP also provides staffing and coordination support to the OHPB.

The Regional Health Transformation Program (RHTP) and this position are housed within the Office of Health Policy. The Office will oversee and manage the RHTP and coordinate implementation and evaluation of the program’s five-year strategy.

The Rural Health Transformation Program (RHTP) is a priority federal–state initiative and five-year federally funded program designed to strengthen healthcare access, quality, and sustainability across Oregon’s rural communities. Oregon is set to receive \$197.3 million in 2026, with an estimated \$1 billion over the life of the grant, contingent on annual federal allocations. The program expands access to care, supports and grows the healthcare workforce, modernizes technology and data systems, and invests in community-driven prevention and wellness initiatives. Through regionally tailored models of care, RHTP coordinates investments and partnerships among state agencies, local providers, and community organizations to implement solutions that reflect local needs, improve health outcomes, reduce administrative burden, and promote long-term system stability.

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 purpose of this position is to provide strategic communications, public affairs, and stakeholder engagement support for the Rural Health Transformation Program (RHTP). Working in collaboration and partnership with the Community and Engagement Lead, this position develops and implements comprehensive communication and engagement strategies; supports leadership communications on complex, sensitive, and high-visibility issues; and fosters relationships with key stakeholders to advance program goals, legislative priorities, and rural health transformation initiatives.

The position serves as a central coordination point for program communications and engagement activities, working across the Division, the Oregon Health Authority, and external partners to ensure information is accurate, consistent, accessible, and effectively shared with communities, policymakers, and program partners. With visibility into and input on all communications and engagement efforts, the Analyst supports the Community and Engagement Lead in planning and executing outreach initiatives, stakeholder engagement activities, public-facing communications, and program deliverables, helping ensure coordinated messaging, meaningful partner collaboration, and successful implementation of the Rural Health Transformation Program.

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
35	N	E	Strategic Public Affairs Planning and Communications

			• Coordinates and implements communication systems, processes, and evaluation methods that support effective partner engagement, program coordination, and strategic communications plan management for the Rural Health Transformation Program (RHTP). • Develop and recommend communications and partner engagement strategies to the Communications Lead and RHTP leadership that support the RHTP program goals, agency priorities, federal requirements, and emerging rural health initiatives. • Recommends communication strategies related to RHTP initiatives, ensuring alignment with the Center for Medicare and Medicaid Services (CMS) communication guidelines, organizational communications strategy and RHTP communication plan. • Analyze program developments, policy decisions, legislative activities, partner feedback, and environmental factors to identify communication needs, assess potential impacts, and recommend strategic communication approaches. • Advise the Communications Lead and RHTP leadership on communications risks, opportunities, emerging issues, and public perception concerns that may affect RHTP program implementation, partner relationships, or agency reputation. • Draft communication policies, standards, procedures, and quality assurance processes to ensure consistent, accurate, accessible, and effective communication across program initiatives. • Triage, evaluate and elevate issue management and crisis communication strategies for complex, controversial, or high-profile program activities and policy decisions to the Communications Lead. • Monitor communication effectiveness and partner engagement outcomes; conduct research and analysis to identify trends, evaluate impact, and recommend improvements. • Exercise discretion and independent judgment in managing sensitive and confidential information while ensuring compliance with applicable laws, regulations, federal requirements, and agency policies.
20	N	E	Communication and Engagement Consultation • Provide consultation to executives, program managers, policy staff, and initiative leads regarding communication strategy, partner engagement, public involvement, messaging, and issues management of RHTP. • Participate in executive and leadership meetings to assess communications implications of policy,

			operational, and programmatic decisions and recommend effective communication strategies. • Develop strategic messaging, speeches, presentations, briefing materials, talking points, and executive communications for legislative hearings, public meetings, partner engagements, media interviews, and community presentations about RHTP • Analyze complex and sensitive issues and provide recommendations to leadership regarding communication approaches, partner concerns, reputational impacts, and risk mitigation strategies. • Prepare agency leadership for media interviews, legislative testimony, public meetings, and partner engagements by developing briefing materials and anticipating potential lines of inquiry. • Synthesize complex policy, operational, financial, and technical information from multiple program workstreams into clear and actionable communication recommendations for leadership decision-making. • Provide consultative guidance to Program and Policy Initiative Analysts and program staff on strategic communications, public engagement, partner engagement, messaging development, plain language, accessibility compliance, content quality <i>assurance</i>, and <i>communication approval processes</i>. • Develop, write, and edit internal agency information materials in consultation with other divisions and RHTP leadership, including internal newsletters, talking points, presentations, and FAQs.
20	N	E	Digital Communications and Public Information Management • Provide strategic oversight of digital communications and public information resources supporting the Rural Health Transformation Program. • Develop, maintain, and ensure continuity of content for program websites and digital communication platforms to ensure information is current, accessible, and responsive to partner needs. • Collaborate with technical and program staff to improve web content, communication systems, digital engagement tools, and public access to program information. • Ensure compliance with state and federal accessibility standards and promote equitable access to information and engagement opportunities. • Establish processes and standards for ongoing maintenance, governance, and continuous improvement of digital communication resources.

15	N	E	Legislative and External Affairs Coordination • Collaborate with OHA Government Relations and External Relations offices, and RHTP leadership to support legislative communication efforts and external partner engagement. • Work closely with OHA Government Relations staff to develop communication strategies supporting legislative priorities, policy initiatives, and partner outreach efforts. • Coordinate responses to legislative inquiries and requests, ensuring timely, accurate, and consistent communication regarding program activities and policy initiatives. • Serve as the primary communications liaison between Rural Health Transformation Program leadership, Government Relations, External Relations, and executive leadership. • Coordinate with External Relations staff regarding media inquiries, press releases, newsletters, public announcements, and other public information activities. • Develop communication materials, briefing documents, and strategic messaging supporting legislative engagement, executive decision-making, and external partner relations. • Represent the program in interactions with community organizations, healthcare providers, state and local agencies, advocacy groups, and other partners to promote understanding of agency priorities and rural health transformation efforts.
10	N	E	Partner Engagement • Administer and coordinate public affairs activities that promote understanding of Rural Health Transformation Program initiatives among diverse internal and external audiences. • Coordinate public affairs activities across media relations, government relations, executive communications, internal communication continuity, partner engagement, and public outreach efforts for RHTP. • Develop, write, and edit public information materials including newsletters, reports, fact sheets, presentations, FAQs, briefing papers, talking points, website content, and other communication products for RHTP. • Coordinate and implement partner engagement strategies and outreach activities, including webinars, listening sessions, community meetings, public forums, provider engagement activities, and other opportunities for public participation.

			- Facilitate productive relationships with rural communities, healthcare providers, advocacy organizations, governmental agencies, contractors, legislators, and other partners to support agency objectives and inform program decision-making. - Translate complex healthcare, policy, operational, and technical information into accessible and understandable language tailored to diverse audiences. - Establish standards for communication materials developed by staff, contractors, and subject matter experts to ensure quality, consistency, accessibility, and alignment with program goals. - Coordinate responses to complex, sensitive, and high-profile inquiries from providers, community partners, legislators, advocacy organizations, vendors, and other interested parties. - Ensure public-facing information is accurate, consistent, timely, accessible, and aligned with agency communication objectives. - Coordinate and maintain processes, tools, templates, and evaluation methods that support effective partner engagement and RHTP program communications. - Evaluate communication processes and engagement practices to identify opportunities for improvement and enhance program effectiveness.
5	N	NE	Additional Duties Perform other duties as assigned as related to Rural Health.

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.

This position is based in Portland, Oregon, with occasional travel required to Salem, rural communities across Oregon, and out-of-state locations for meetings or conferences related to the Rural Health Transformation Program.

The role involves frequent use of a computer for extended periods to prepare reports, develop spreadsheets, and manage program documentation.

Hybrid or remote work options may be available, subject to agency policy and operational needs.

Regular collaboration with diverse partner groups, including state and federal agencies, rural health providers, community organizations, and advocacy groups, is a core part of the role.

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:

Harassment-Free Workplace Policy, Reasonable Accommodation Policy and Procedures, Non-Discrimination Policy, Diversity Strategic Plan, OHA Standards & Guidelines for Cultural Competency and Gender Specific Services, State legislation involving health care to Oregonians, Oregon Revised Statutes (ORS), DAS and DHS Administrative Rules and Policies, and Administrator's manual and budget instructions, Titles XIX and XXI of the federal Social Security Act, Internal Revenue Code, federal Employee Retirement and Income Security Act, rules promulgated by the federal Department of Health and Human Services, Centers for Medicaid and Medicare Services; All policies, regulations and rules related to the CMS Rural Health Transformation Program cooperative funding agreement

b. How are these guidelines used?

This position will use these guidelines to ensure that OHA is compliant with all federal and state policies and guidelines throughout the implementation of Oregon's Rural Health Transformation Program cooperative funding agreement. The position provides valuable analysis which will enable top management to make decisions for the RHTP that align with OHA goals and priorities. Guidelines provide structure and guidance for performing job, which entails judgment and independent reasoning.

SECTION 6. WORK CONTACTS

With whom, outside of co-workers in this work unit, must the employee in this position regularly come in contact? When applicable, please identify contacts that might be virtual/ in-person, or both.

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?
Rural Health Transformation Program staff and leadership	Phone, email, virtual platform, in-person	Support for statewide rural health, grant coordination, education	Daily
OHA staff members of local governments or other state agencies	Phone, email, virtual platform, in-person	Support for statewide rural health, grant coordination, education	Daily
External Project or Program Partners	Phone, email, virtual platform, in-person	Information gathering, problem identification, documentation, follow through, and report distribution	Daily/weekly
Other State, Federal or municipal agency staff	Phone, email, virtual platform, in-person	Information gathering and presentation, problem identification, documentation, follow through, and report distribution	Weekly/ Monthly

Federal program and grant officials	Phone, email, virtual platform, in-person	Assistance and report submission	Monthly
Governor and Legislators	Phone, email, virtual platform, in-person	Grant updates, request for support, report on grant	Quarterly
General Public	By telephone, reports, letter, email or in person	Collect, provide and discuss information; manage projects; provide consultative advice, research finding; collaborate on legislative or policy changes related to the health policy.	As needed

SECTION 7. POSITION-RELATED DECISION MAKING

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

This position makes independent decisions regarding the planning, coordination, and implementation of communication and engagement activities that support the Rural Health Transformation Program (RHTP). Typical decisions include determining the most effective communication methods, messaging approaches, timelines, and workflows to ensure accurate, timely, and consistent information is shared with internal staff, leadership, healthcare providers, community partners, legislators, and the public. The position decides how to organize, synthesize, and present complex program, policy, and operational information; develops communication materials and engagement resources; establishes communication processes and quality standards; and determines the logistics and follow-through needed for meetings, outreach events, and stakeholder engagement activities. The position also evaluates communication effectiveness, identifies emerging issues and risks, and determines appropriate recommendations for improving communication strategies, partner engagement efforts, and operational processes. While the position exercises considerable independent judgment in carrying out communication and engagement functions, it generally recommends strategic communication approaches, issue management responses, and policy-related messaging to the Communications Lead and program leadership, who retain final authority for major program, policy, legislative, and executive-level decisions.

The decisions made by this position have a direct impact on the effectiveness, consistency, and accuracy of communications supporting the Rural Health Transformation Program. Decisions regarding communication processes, materials, outreach activities, and engagement coordination directly influence how information is shared with internal staff, healthcare providers, community partners, legislators, and the public. Effective decisions help ensure compliance with federal and state communication requirements, improve stakeholder understanding and participation, support program implementation, and reduce the risk of misinformation. Poor decisions could result in inaccurate or inconsistent information being distributed, missed engagement opportunities, diminished stakeholder trust, delays in program implementation, and potential legal, operational, or reputational risks for the Oregon Health Authority. While the position independently implements communication activities and manages communication operations, it generally provides recommendations rather than making final policy, legislative, or executive-level communication decisions.

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
Health Policy and Program Manager 2	2731363	Phone, email, virtual platform, in-person	Weekly	Reduce barriers and identify work that may influence agency and statewide program goals.

SECTION 9. OVERSIGHT FUNCTIONS *(Supervisory positions only)*

- a. How many employees are directly supervised by this position? 0
- How many employees are supervised through a subordinate supervisor? _____
- 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.

- Excellent written and verbal communication skills, including the ability to translate complex program information into clear presentations, summaries, and comprehensive written reports.
- Demonstrated ability to work independently while managing multiple, competing priorities in a fast-paced, high-visibility environment.
- Experience coordinating work across multiple divisions, agencies, or external partners without direct supervisory authority.
- Strong judgment in identifying when issues require escalation and in framing options and implications for leadership review.
- Experience managing or supporting implementation of federally funded or legislatively directed programs with associated compliance or reporting requirements.
- Ability to balance urgency with accuracy and completeness in a complex, dynamic program environment.
- Demonstrated ability to communicate effectively with diverse partners on complex or sensitive program topics.

- Demonstrated ability to identify and analyze complex problems, evaluate relevant information, develop options, and support implementation of solutions.
- Strategic thinking skills to support development and execution of communication and engagement strategies in evolving program conditions.
- Familiarity with CMS regulations, federal guidance, and reporting expectations, with the ability to navigate changing federal requirements with flexibility and adaptability.
- Knowledge of Oregon’s health care system, rural health delivery models, and community partner networks preferred.

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

Jun 30, 2026

Date