

**STATE OF OREGON — OHA
POSITION DESCRIPTION****Position Revised Date:
08/26/26****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	<u>Public Affairs Specialist 2</u>	b. Classification	<u>C0865</u>
c. Effective Date:	<u>7/1/22</u>	d. Position No:	<u>1021793</u>
e. Working Title:	<u>Communications Officer</u>	f. Agency No:	<u>44300</u>
	<u>Office of Strategic</u>		
g. Section Title:	<u>Operations</u>		
h. Employee	<u>Vacant</u>		
i. Work Location (City – County):	<u>Salem/Marion or Portland/Multnomah; hybrid position</u>		
j. Supervisor	<u>Larry Bingham</u>		
k. Position:	☒ Permanent ☐ Seasonal ☐ Limited Duration ☐ Academic Year		
	☒ Full-Time ☐ Part-Time ☐ Intermittent ☐ Job Share		
l. FLSA:	☐ Exempt ☐ If Exempt: ☐ Executive ☐ Professional ☐ Administrative	m. Eligible for Overtime:	☒ Yes ☐ No
	☒ Non-Exempt		

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 redistributing of resources and power; and recognizing, reconciling, and rectifying historical and contemporary injustices.” OHA’s 10-year goal is to eliminate health inequities. The Behavioral Health 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 stakeholders and communities to protect and promote the health of all Oregonians
- Seeking, listening to, 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.

OHA is home to most of the state's publicly supported health programs. OHA divisions include Public Health, Equity and Inclusion, Behavioral Health, Medicaid, Health Policy and Analytics, Fiscal and Operations, and the Oregon State Hospital. The Behavioral Health Division (BHD) encompasses Medicaid and Behavioral Health Programs. Behavioral Health is responsible for the design, development, implementation, monitoring, evaluation, and improvement of publicly funded, community-based addiction and mental health service programs.

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:

As the 988 Communications Officer for OHA, you will engage, educate and inform consumers, family and community members who are seeking access to behavioral health services. You will ensure cross-divisional collaboration on communication of agency policy objectives; and provide support to other OHA divisions as requested and necessary.

In this role, you will carry-out all communications activities as assigned by External Relations: develop communication plans; implement communication policies, procedures and activities to ensure consistency across both internal and external channels; and represent OHA to news media and other audiences.

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.

% of Time	N/R/NC	E/NE	DUTIES
Note: If additional rows of the below table are needed, place curser at end of a row (outside table) and hit “Enter”.			
40%	R	E	- Provide internal and external communications services to promote access to behavioral health services, including writing, editing and formatting information for publications, newsletters, fact sheets, presentations and speeches.
20%	R	E	- Serve as agency spokesperson, providing accurate information to media about access to behavioral health services, responding to media requests and helping subject matter experts inform the public about behavioral health issues.
10%	R	E	- Create and manage content for the OHA website, Twitter account, Facebook account and other social networking pages or online communication

% of Time	N/R/NC	E/NE	DUTIES
			mechanisms to access to promote behavioral health programs for consumers.
10%	R	E	- Monitor media coverage and report to staff and stakeholders on media coverage.
20%	R	E	- Complete special projects as assigned by Communications Director

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.

Position requires the incumbent to work a professional work week where the hours of work fluctuate on a daily and weekly basis. Must follow all security protocols and procedures. Extensive use of the computer, telephone, smartphones and other technologies. Is subject to fluctuating workloads and priorities in dealing with highly complex, sensitive and/or political issues. Frequent contact with the public, stakeholders, OHA leadership and governor's office. Incidental local and in-state travel is required, and incumbent must have a valid driver's license or alternate transportation.

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.**

The person in this position must have a general knowledge of government operations and be familiar with agency programs. Specific guidelines used by

the person in this position include:

- Oregon Revised Statutes
- Oregon Administrative Rules
- Oregon Health Authority mission, vision, goals and principles
- OHA management directives, policies and procedures
- Office of Communications protocols
- Federal and state confidentiality laws and regulations
- Agency communications plans
- OHA Style Guide, Associated Press Stylebook and other agency-approved style manuals
- Trademark and copyright laws
- Americans with Disabilities Act (ADA) and Section 508 communication requirements
- Oregon Attorney General's Public Records and Meetings Manual
- Code of Federal Regulations

b. How are these guidelines used?

These guidelines are used to ensure accurate, appropriate, professional and consistent presentation of all department print and electronic communications; to provide clear and consistent interpretations of the laws and rules that guide department and division actions; to meet state and federal laws regarding privacy requirements for OHA clients; as references to help support department and division functions; to prepare and distribute information; to answer questions from staff, media and the public; as planning tools for workload management and priority setting; for long-range and day-to-day performance of job duties; and to ensure that all job requirements are met within existing legal, policy and procedural requirements.

SECTION 6. WORK CONTACTS

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

Who Contacted	How	Purpose	How Often?
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OHA division and OHA administration, management and staff	In person, e-mail, phone	Coordinate information, consult on issues, provide technical assistance, provide advice and counsel, gather information, conduct planning	Daily
External Relations Division Director	In person, e-mail, phone	Review activities to ensure alignment with Division priorities	Often
Communications Director	In person, e-mail, phone	Review strategies, messages, tactics and activities to ensure alignment with communications plans.	Daily
Office of Communications staff	In person, e-mail, phone	Coordinate communications messages and activities	Daily
Media	Phone, e-mail, in person, mail	Coordinate requests for information, respond to inquiries, place stories	Daily
Local, state and federal government agencies and state lawmakers	Phone, e-mail, in person, mail	Exchange information on division projects, share information	Weekly
General public, stakeholders and consumers	Phone, e-mail, in person, mail	Respond to inquiries, provide information	As needed
Other agencies' communications officers	Phone, e-mail, in person, mail	Collaborate on interagency projects, share information, seek data and provide counsel	As needed
Contractors and vendors	Phone, e-mail, in person, mail	Oversee and coordinate projects, ensure quality and timeliness of work, resolve problems	As needed
Consumers and persons with lived experience	Virtually, telephone, in person, email	Listen to identify opportunities to improve services and programs to create a simple, meaningful, and responsive system	Daily, Weekly

SECTION 7. POSITION-RELATED DECISION MAKING

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

The person in this position must be able to work with a high degree of independence under general supervision from an administrative superior. Independent decisions are required relating to the interpretation of intricate technical information for critical audiences such as legislators, state agencies, the Governor's Office, public advocacy and advisory groups, the media, local governments, and service providers and partners. Decisions made by this position directly impact OHA divisions and OHA communication strategies and initiatives for internal and external stakeholders statewide. This person's work represents the Oregon Health Authority, the OHA Director and at times the positions of the Governor, and therefore requires effective judgement and absolute accuracy to protect the agency's and the state's reputations.

Always determine the impact of programs, policies, operations, budgets, and all other aspects of the program on health equity. Ensure decisions prioritize the equitable distribution or redistribution of resources and power and recognize, reconcile and rectify historical and contemporary injustices.

SECTION 8. REVIEW OF WORK

Who reviews the work of the position?

Classification Title	Position Number	How	How Often	Purpose of Review
Note: If additional rows of the below table are needed, place curser at end of a row (outside table) and hit "Enter"				
Communications Manager 3	000000053955	Through project planning and evaluation meetings, one-on-one conversations, e-mail, and consultation to the supervisor in the formal performance evaluation process.	Daily, weekly, monthly, quarterly and annually as appropriate.	To ensure the satisfactory performance of the position's duties and responsibilities and effective contribution to the larger External Relations Division's goals.

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 & 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.

- Demonstrated commitment to advancing health equity.
- Knowledge of behavioral health issues.
- Ability to develop effective communications for wide and diverse audiences in language that can be easily understood.
- Excellent skills in public speaking, marketing, writing, editing, and problem resolution (negotiation skills).
- Experience serving as public information officer or spokesperson for an organization.
- Extensive knowledge of news media operations, communications, program design, project coordination, and publication development.
- Demonstrated ability to exercise good independent judgment, to interpret complex policies or procedures, and to effectively communicate these to a select audience.
- Experience developing, editing, and producing multimedia materials, including print, video and web materials.
- Demonstrated ability to develop and execute complex communication plans.
- Experience in public health, health care or working on health issues.
- Excellent interpersonal skills.
- Understanding of the role of a public agency.
- Comfortable working independently.
- Experience in promoting a culturally competent and diverse work environment.

- Spanish language competency is 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 curser at end of a row (outside table) and hit “Enter”.

Operating Area	Biennial Amount (\$00000.00)	Fund Type
NA		

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
	Aug 27, 2026		
_____ Appointing Authority Signature	_____ Date		