



STATE OF OREGON
Oregon Health Authority (OHA)
POSITION DESCRIPTION

Position Revised Date:
8.26.25

Agency: Oregon Health Authority

Division: Public Health 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: 11/15/2023
- d. Position No: 1014108; 000000046872
- e. Working Title: Strategic Communications and Marketing Strategist
- f. Agency No: 44300
- g. Section Title: Health Promotion and Chronic Disease Prevention
- h. Employee Name: VACANT
- i. Work Location (City — County): Portland/Remote
- j. Supervisor Name: Laura Chisholm
- 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.

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 Public 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.

The Public Health Division’s goals are to:

Make Oregon one of the healthiest states by preventing tobacco use; decreasing obesity/overweight; reducing suicide; preventing or reducing heart disease and stroke and increasing survivability; preventing family violence and increasing community resilience to emergencies.

Make Oregon’s public health system into a national model of excellence by transforming the public health system through accreditation; supporting coordinated care organizations (CCOs) in achieving community health goals; increasing the use of health impact assessments as a tool in communities; establishing mechanisms that ensure health in all policies; and maintaining

excellence in epidemiology and surveillance.

The 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.

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

The 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.

The 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.

The Center for Prevention and Health promotion

The Center for Prevention and Health promotion's mission is to help Oregon's communities and residents achieve and sustain lifelong health, wellness and safety through partnership, science and policy. The center's work is essential to achieving the OHA ten-year goal of eliminating health inequities. The center promotes population and community-based strategies to increase capacity for K-12 schools to provide school health services, health education, and be a safe and supportive environment; increase stability and safety in families; increase equitable access to healthy options and preventive health services; decrease the burden of health inequities borne by communities of color and Tribal communities; increase access to healthy food and increase healthy eating and physical activity for all people in Oregon; reduce overdose and risky prescribing of opioids; reduce suicide and other intentional and unintentional injuries; reduce tobacco, alcohol and other drug use; prevent and reduce secondary impacts of COVID-19 and support recovery.

- 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:**

This position leads the development, implementation, management and evaluation of strategic communications and marketing projects for the organizational unit Health Promotion and Chronic Disease Prevention in partnership with staff and management. Strategic communications and brand management often requires collaborative planning with multiple state agencies, government jurisdictions, local public health associations, regional health equity coalitions, community organizations and more. This role typically involves working closely with leadership teams to ensure clear, consistent, and impactful messaging both internally and externally. They are experts in building and maintaining relationships with stakeholders, including media, customers, employees, investors, and other key audiences.

This position works closely with strategic communications and brand management vendors to advise and review marketing, design, sales, and product development, to build and maintain a strong, consistent brand image and supports timely dissemination of science- and audience-based products, tools, and messages to different audiences (e.g. general public, external organizations, partners and media) in a variety of formats. This position develops standards that provide for methods of implementing new communication services into the network of existing programs or bringing into effect new approaches to service delivery. This position serves as a liaison between agency and other communication and marketing staff on agency-wide issues and networks with a variety of external stakeholders.

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%	NC	E	Strategic Communications Development and Program Administration: - Develop, implement, and oversee strategic communications plans with Strategic Operations Manager, including setting priorities and goals, measurable objectives, strategies, and tactics. - Write communication policy and procedures for handling sensitive information or media contact. - Ensure consistency in narrative and messaging across strategic communications tactics, including media planning across digital and traditional platforms. - Support strategic alignment of priorities with other sections within the Center for Prevention and Health Promotion and alignment with strategic frameworks such as the State Health Improvement Plan and Public Health Modernization. - Provide strategic advice and counsel on all external and internal strategic communications, branding, and messaging issues. - Support audience research and segmentation, and performance evaluation. - Develop foundational strategic and support materials to ensure program and business continuity such as onboarding manuals, strategic consultation videos or materials to support organizational unit staff in their communications work and more.

			• Coordinate statewide interagency, multi-disciplinary task forces and work groups on public health initiatives related to tobacco, obesity and chronic disease prevention for the purposes of policy, rule, or special report development. • Recommend legislative concepts to address the prevention, early detection, and self-management of chronic diseases; and tobacco, obesity, and other related chronic disease risk factors. • Develop recommendations for agency heads and legislators regarding policies to effectively reduce the burden of tobacco, obesity and other chronic diseases in the state to be shared after organizational unit reviews and approves.
10%	NC	E	Contract Administration: • Serve as a liaison between contractors/vendors and budget managers in development of campaign and brand budget to support meeting grant and funding deliverables. • Focus on the day-to-day management of a contract, including monitoring delivery, ensuring compliance, and processing payments. • Work with vendors to plan, monitor, and support the delivery of goods and services. • Ensure contracts meet the agency's objectives and legal standards and help reduce risks associated with the contract. • Review and approve invoices.
5%	NC	E	Digital Communications: • Maintain organization website and other digital properties, and monitor analytics • Draft, edit, and disseminate digital newsletter and email communications • Develop digital organizing strategies and monitor social media engagement and impact • Manage and maintain visual brand identity and usage guidelines.
10%	NC	E	Partnership engagement: • Build and maintain relationships with internal and external stakeholders, including leadership, clients, partners, and community leaders. • Develop promotional and communication plans and support with technical assistance and training designed to maintain positive relationships with the public, program stakeholders, other agencies and related service programs. • Solve problems and issues by coordinating actions across organizational lines. Represent the state on local and national work groups related to the program. • Coordinate statewide interagency, multi- disciplinary task forces

			and work groups on public health initiatives related to tobacco, obesity and chronic disease prevention for the purposes of policy, rule, or special report development.
40%	NC	E	Brand Management: • Draft press materials, including media advisories, press releases, talking points and other communications priorities for campaign evaluation reports and other required deliverables to share with the organizational unit managers for approval and the External Relations Division (ERD). • Serve as a liaison to ERD for media requests, earned media development. • Oversee the creation of compelling content for various channels, from websites and social media to reports and presentations, ensuring consistent branding and impactful storytelling.
At all times	NC	E	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.
At all times	NC	E	Demonstrates recognition of the value of individual and cultural differences; creates a work environment where talents, abilities and experiences of others are valued. Consistently treats Tribes, community members, partners, co-workers, vendors, patients and consumers with dignity and respect. Creates and maintains an inclusive environment for all staff.
Ongoing	NC	E	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 95% 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.

Strong writing, content creation, and stakeholder engagement abilities are essential, along with proficiency in tools like analytics platforms, content management systems, and design software. Must be able to communicate effectively with legislators, legislative or other public bodies with policy making authority; other high-level officials; department, agency, division or institution staff; representatives of professional organizations, citizens and citizen groups, the news media, other

states, other state, federal and municipal agencies. Must be able to communicate effectively in face-to-face negotiations with partners, grantees and contractors. Must be able to access information from a variety of sources, including books, professional journals, computer programs, Internet, and via consultation with other experts. Routine travel (in-state) to attend meetings, conferences, and make presentations. Work will include short timelines on many projects and attendance at evening meetings

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:

Knowledge of Oregon Statutes and rules relevant to operation of Oregon Health Authority Public Health Division and administrative laws governing a public agency. Knowledge of federal legislation and guidelines governing grants with federal agencies. Awareness of and adherence to patient confidentiality standards and rules.

b. How are these guidelines used?

Assist in formulating policies and establishing priorities and procedures. This position is responsible for using existing statutes, identifying and developing internal guidelines, procedures and protocols which are consistent with federal and state law relating to the programs already in place and any future program expansion.

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?
Organizational Unit staff, managers, colleagues	Email, videoconferencing, in person, phone	Approval of brand management content, strategic communication plans, budget discussions, press release and other media relations approval.	Daily
State Agencies and departments	Email, videoconferencing, in person, phone	Campaign development, program administration and evaluation, information sharing and consultation	Weekly

Local public health associations, public health equity coalitions, grantees, community organizations	Email, videoconferencing, in person, phone	Technical assistance and training, partnership development	Weekly/ Monthly
Community members	Email, videoconferencing, in person, phone	Respond to an informational request	Monthly

SECTION 7. POSITION-RELATED DECISION MAKING

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

This position carries the responsibility for administrative decision making on program priorities resulting in strategic and budget decisions that are aligned with Section, Division, and Agency priorities, values, and mission. This position provides informed opinions and recommendations for policy development to executive staff resulting in informed decisions making by executive staff. This position provides information reflective of agency policies to the media and the public-on-public health issues and emergency situations resulting in progress on Section, Division, and Agency strategic goals.

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
Public Health Manager 3	000000140384; 10000306	videoconferencing, in person, phone	Weekly	Approvals for strategic communication priorities and annual planning, approval for campaign content and direction, oversight, provide high-level updates around campaign direction and impacts.

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

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 evaluation |

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 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

09/30/2025

Date

