



OHA is committed to eliminating health inequity by 2030. 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 values service excellence, leadership, integrity, health equity, innovation and partnership. This employment opportunity is with the External Relations Division, which is part of OHA.

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

As a Public Affairs Specialist 2, you will be responsible for the duties of a public information officer (PIO) where you will work with media and deliver communications products to clearly relay information about OHA policies, programs and announcements. Day-to-day, you will draft replies to media requests and ensure the accuracy of responses, as well as find opportunities to proactively deliver information to interested media entities on a variety of topics. You will ensure cross-divisional collaboration on communication of agency policy objectives; and provide support to tactics that fulfill programmatic goals.

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 occasionally represent OHA to partner 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
<i><b>Note:</b> If additional rows of the below table are needed, place curser at end of a row (outside table) and hit “Enter”.</i>			
60%	NC	E	<p><b><u>Earned Media Relations</u></b></p> <ul style="list-style-type: none"> <li>• Draft media responses and route drafts through the approval process, including subject matter experts, OHA leadership and additional agencies or leaders.</li> <li>• Build briefing materials in advance of media interactions.</li> </ul>

% of Time	N/R/NC	E/NE	DUTIES
			<ul style="list-style-type: none"> <li>Identify opportunities to relay timely information to media and draft content to be shared in external publications.</li> </ul>
30%	NC	E	<p><b><u>Communication Materials Development</u></b></p> <ul style="list-style-type: none"> <li>Write news releases, articles, social media posts, video scripts and toolkit documents.</li> <li>Support executive leadership with talking points for presentations as needed.</li> <li>Occasionally assist in the development of strategic communications plans. Attend 1 – 2 events per month to promote public education events.</li> </ul>
10%	NC	E	<p><b><u>Support Broader ERD Communications Efforts</u></b></p> <ul style="list-style-type: none"> <li>Complete special projects as assigned by Communications Director</li> <li>Provide back-up to the Medicaid PAS3, as needed</li> </ul>

**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, partners, OHA leadership and the 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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ERD division and OHA's Medicaid team, management and staff	In person, e-mail, phone	Coordinate information, consult on issues, support communications tactics, gather information, conduct planning	Daily
External Relations Division Director	In person, e-mail, phone	Review activities to ensure alignment with Division's priorities	Often
Deputy 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
General public, external partners and Oregon Health Plan members	Phone, e-mail, in person, mail	Respond to inquiries, provide information	As needed

## 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.

## SECTION 8. REVIEW OF WORK

Who reviews the work of the position?

Classification Title	Position Number	How	How Often	Purpose of Review
<i>Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit "Enter"</i>				
Communications Manager		Through project planning and evaluation meetings, one-on-one conversations, e-mail, and 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.

## 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 & 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 health policy issues.

- Ability to develop effective communications for wide and diverse audiences in language that can be easily understood.
- Experience serving as public information officer or spokesperson for an organization.
- Excellent skills in public speaking, marketing, writing, editing, and problem resolution (negotiation skills).
- 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	<i>Amy Bacher</i> _____ Supervisor Signature	<u>3/16/26</u> _____ Date
_____ Appointing Authority Signature	_____ Date		