

Spec. Code: 4538  
Occ. Area: 01  
Work Area: 048  
Prom Line: None  
Prob. Period: 6 mo.  
Effective Date: 3/15/12  
Last Action: Rev.

## HEALTH EDUCATION COORDINATOR

### Function of Job

Under administrative supervision coordinates, develops, implements, and/or acts as consultant for a health education program that helps promote health and wellness.

### Characteristic Duties and Responsibilities

1. is responsible for the coordination of a facility's health education and information programs including developing, implementing and evaluating education awareness campaigns focusing on prevention, risk reduction, and wellness promotion
2. collaborates with various departments on multiple areas of wellness promotion; coordinates information and activities with community resources and serves as a liaison with community agencies as appropriate
3. assists with planning and implementing general staff development and orientation programs
4. provides consultation and educational resource materials (presentations, program speakers, reference materials, etc.) to department heads and program directors
5. manages wellness initiative events and information programs
6. monitors and evaluates staff and patient attitudes towards relevant programs and handles complaints from management; takes or recommends corrective actions after complaints
7. prepares and manages a program's budget; coordinates the purchase and use of educational materials and equipment
8. keeps records and prepares reports regarding a facility's health education, staff development and orientation, and information programs; assists with grant writing and other types of reports
9. keeps information on educational resources that are available to staff including seminars, films, and formal educational opportunities inside and outside of the facility
10. manages and edits websites and social networking sites to ensure the presentation of up-to-date information; develops and produces advertising and marketing materials both in print and electronically
11. serves as a campus resource for multiple areas of student wellness information and outreach
12. supervises or assists with the supervision of support staff

13. performs other related duties as assigned

#### Minimum Acceptable Qualifications

##### CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Bachelor's Degree (120 hours) in public, mental, and/or medical health education, social work, psychology, student personnel/affairs, nursing, education or communications
2. Two (2) years (24 months) of conducting professional presentations, seminars or closely related programs and/or providing health education experience

*Note: An applicant with a Master's degree in an area of health education qualifies with one year of professional communications and/or health education experience*

*Note: Possession of a Certified Health Education Specialist and/or Master Certified Health Education Specialist certification meets the requirements of #1 and #2 above. (<http://www.nchec.org/>)*

##### KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Broad knowledge of communication theory, practice, program development and administration
2. Knowledge of the principles and processes needed to provide customer and personnel services
3. Working knowledge of health education philosophy, goals, and programs
4. Working knowledge of care and operation of audio-visual equipment
5. Knowledge of the principles and methods for showing, promoting, and selling products or services
6. Knowledge of human behavior and performance; individual differences and ability, personality, and interests; learning and motivation; psychological research methods; and the assessment and treatment of behavioral and affective disorders
7. Excellent listening, oral presentation, and written communication skills
8. The ability to effectively plan, organize, and deliver comprehensive education programs for a multicultural campus
9. Creativity in program development and marketing techniques that reflect the current trends in today's college population
10. Ability to work as a collaborative team member with students, faculty, and staff throughout the campus community
11. Expertise with current social media systems