

*Code: 4513*

*Title: HEALTH EDUCATOR-SENIOR*

**SUMMARY:** Plans, implements and develops marketing and educational materials and services for County health education programs.

**DUTIES/RESPONSIBILITIES:** (Work assignments may vary depending on the department's needs and will be communicated to the applicant or incumbent by the supervisor.)

Researches community health problems and develops educational and promotional materials for Pima County health education programs;  
Develops marketing techniques and designs marketing media materials including brochures, articles, newsletters and announcements;  
Researches and designs consumer literature and educational materials including slide/tape presentations, pamphlets, handouts and displays;  
Prepares pamphlets, brochures, press releases and reports describing and publicizing departmental and related services and information;  
Presents issues at community conferences, workshops, and seminars on local public health problems and encourages community participation in health programs;  
Plans health education programs and provides consulting services to interested groups;  
Participates in health education activities in specialized areas;  
Conducts program evaluations;  
Supervises the operation of the audio-visual media and equipment library;  
May assist other departments and divisions in the development of educational programs.

**KNOWLEDGE & SKILLS:**

Knowledge of:

- principles, methods and techniques of community health education;
- selection and use of audio-visual materials for educational programs;
- principles and practices of marketing and media design;
- current community health problems;
- methods and instruments used in program evaluations;
- techniques of print and visual aids preparation.

Skill in:

- organizing and presenting health education programs;
- developing marketing or educational materials;
- utilizing audio-visual materials in educational programs;
- communicating effectively, both orally and in writing.
- researching community health issues.

**MINIMUM QUALIFICATIONS:**

**EITHER:**

(1) A Bachelor's degree from an accredited college or university in health education, adult education, psychology, marketing or a related field and two years of health education experience.  
(Additional relevant education may substitute for the aforementioned experience.)  
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**OR:**

(2) Two years of experience with Pima County as a Health Educator.

**OTHER REQUIREMENTS:**

**Licenses and Certificates:** All positions require a valid Arizona Class D driver license at the time of application. Failure to maintain the required licensure shall be grounds for termination.

Physical/Sensory Requirements: Physical and sensory abilities will be determined by position.

This classification specification is intended to indicate the basic nature of positions allocated to the classification and examples of typical duties that may be assigned. It does not imply that all positions within the classification perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned.

Pima County

Revised 10/83  
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