

Job ID: 222505

Business Title: Director, Communications & Partnerships, Bureau of Chronic Disease Prevention and Tobacco Control
Civil Service Title: CITY RESEARCH SCIENTIST
Title Code No: 21744 **Level:** 4B
Job Category: Health
Career Level: Experienced (non-manager)
Proposed Salary Range: \$ 87,461.00 - \$127,125.00 (Annual)
Work Location: 42-09 28th Street
Division/Work Unit: tobacco Control

Job Description

The New York City Department of Health and Mental Hygiene seeks a highly motivated and productive public health professional to serve as Director of Communications & Partnerships for the Bureau of Chronic Disease Prevention and Tobacco Control. The Bureau, which is part of the Division of Prevention and Primary Care, has the primary responsibility for addressing chronic disease including but not limited to a focus on reducing risk factors such as tobacco use, physical activity, and diet. The Bureau achieves its goals through implementing neighborhood and population-level programs, and developing policy, legislative and regulatory strategies. In order to achieve the widest, most sustainable population-level impact, the Bureau focuses on policy, systems, and environmental changes.

The Bureau has created and implemented programs and policies with national and international impact through multi-sectoral approaches including policies to reduce youth access to tobacco, such as a law raising the minimum age of purchase to 21 years and a law prohibiting the use of coupons to purchase cigarettes; a Mayoral Executive Order to incorporate Active Design principles in to City construction projects; the creation of healthy food standards for government agencies; the restriction of trans fat in restaurant food; the requirement to post calorie labels in chain restaurants; and the development of a national framework to reduce sodium in foods through the voluntary National Salt Reduction Initiative. The Bureau works with the agency's Bureau of Communications to develop, place, and assess media campaigns that has resulted in television and print media that have been used widely by other jurisdictions.

DUTIES WILL INCLUDE BUT NOT BE LIMITED TO:

The Director of Communications and Partnerships will:

- In collaboration with the Health Department's central communications staff, oversee and manage planning, development, focus group testing and disseminating all media, including TV, radio, print, internet, social media.
- Oversee qualitative research and media testing for the bureau.
- Use both qualitative and quantitative data from multiple sources to inform communications strategic planning.
- Oversee the research and manage the data used for the development and delivery of multiple educational activities to targeted audiences, such as health care providers and tobacco retailers.
- Develop and oversee strategies to generate earned media, including drafting press releases to promote the data and programmatic work of the bureau.

Supervise, mentor and provide career development for a staff of approximately 10, including 5 direct reports that oversee Health Media & Marketing, Online Communications, Tobacco Education, Strategic Relations, and Public Health Detailing.

- Will represent Agency at forums, conferences, and meetings with governmental and non-governmental health agencies, private corporations and community-based organizations.

- Manage and cultivate relationships and collaborations with partners, including community-based organizations, hospitals, advocacy organizations, researchers and other public health organizations.

Minimum Qualification Requirements

1. For Assignment Level I (only physical, biological and environmental sciences and public health) A master's degree from an accredited college or university with a specialization in an appropriate field of physical, biological or environmental science or in public health.

To be appointed to Assignment Level II and above, candidates must have:

1. A doctorate degree from an accredited college or university with specialization in an appropriate field of physical, biological, environmental or social science and one year of full-time experience in a responsible supervisory, administrative or research capacity in the appropriate field of specialization; or
2. A master's degree from an accredited college or university with specialization in an appropriate field of physical, biological, environmental or social science and three years of responsible full-time research experience in the appropriate field of specialization; or
3. Education and/or experience which is equivalent to "1" or "2" above. However, all candidates must have at least a master's degree in an appropriate field of specialization and at least two years of experience described in "2" above. Two years as a City Research Scientist Level I can be substituted for the experience required in "1" and "2" above.

NOTE:

Probationary Period

Appointments to this position are subject to a minimum probationary period of one year.

Preferred Skills

A qualified candidate will need strong experience in health communications, including developing and implementing a comprehensive annual communications strategy incorporating paid, social and earned media components. Strong experience in tobacco control and chronic disease prevention is a plus.

- Preference for expertise in the following areas: communications, public health, campaign development, communications research and evaluation
- Ability to handle multiple high-priority projects and assignments simultaneously, to shift fluidly among them, and to work independently, when necessary, towards creative problem solving
- Ability to create and maintain productive relationships with internal and external partners; and
- Preferred candidates should have excellent analytical and reasoning skills; strong written and oral communication skills; and superior interpersonal skills.

To Apply

Apply online with a cover letter to <https://a127-jobs.nyc.gov/>. In the Job ID search bar, enter: job ID number #222505.

We appreciate the interest and thank all applicants who apply, but only those candidates under consideration will be contacted.

Work Location

42-09 28th Street, Queens, NY, 11101

Residency Requirement

New York City residency is generally required within 90 days of appointment. However, City Employees in certain titles who have worked for the City for 2 continuous years may also be eligible to reside in Nassau, Suffolk, Putnam, Westchester, Rockland, or Orange County. To determine if the residency requirement applies to you, please discuss with the agency representative at the time of interview.

POSTING DATE: 11/12/2015

POST UNTIL: Until Filled