

APPENDIX D: Sample Tobacco Prevention Specialist Job Description

Position Title:

Tobacco Prevention Specialist

Job Summary:

The position of the Tobacco Prevention Specialist requires a professional in health whose primary responsibility is to lead programs designed to promote and reinforce behavior conducive to a commercial tobacco-free lifestyle in individuals, groups, and communities. At the core of this position is an ability to plan, coordinate and expedite the challenging work of promoting, maintaining and improving community health. Accomplishing this goal requires an acute ability for building, supporting and maintaining a diverse coalition of engaged community members for a campaign to generate broad public and elected official support for healthy local initiatives.

Primary Job Functions:

The following statements are illustrative of the essential functions of the job and do not include other nonessential or peripheral duties that may be required.

The Tobacco Prevention Specialist will lead, and coordinate tobacco use prevention program components that include implementation of community education, earned and paid media, youth advocacy, Montana Tobacco Quit Line promotion and coalition building.

Functions:

- Assist in the development and implementation of program goals, objectives and activities.
- Regular oral and written communication about tobacco prevention goals, facts, policy advocacy and coalition activities.
- Evaluate the effectiveness of tobacco use prevention programs, health promotion campaign strategies and education programs; develop and administer evaluation tools.
- Lead and train coalition members, volunteers or interns involved with providing effective tobacco use prevention programs.
- Assist in the preparation of tobacco grant proposals and grant budget development including the research and preparation of background information and statistics
- Participate in various committees and boards related to program activities and responsibilities; represent the agency and provide accurate information regarding tobacco use prevention information and resources.
- Build, support and sustain community volunteers and leaders for local tobacco prevention policy initiatives, leadership, and messaging for expanded outreach capacity.
- Coordinate tobacco use prevention education program activities with those of other internal departments, outside agencies, local schools, and other organizations.
- Advocate for and develop community, institutional and private business policies that support tobacco use prevention.
- Promote public awareness and education of tobacco prevention through mainstream communication outlets utilizing news releases, letters to the editor, TV, radio, newspaper, social media, billboard advertisements, public service announcements, pay check stuffers, and organization newsletters.
- Collaborate with other community health agencies and organizations on promotional campaigns and partner in health education programs and services.

- Advocate for tobacco prevention policy and programs by conducting public education presentations to a variety of groups and organizations.
- Maintain program statistics and prepare reports in accordance with grant and/or program reporting requirements.
- Assist the Tribal health department or appropriate authorities in educating about and enforcing current clean indoor air and tobacco free policies.
- Serve as spokesperson and coordinate the development of coalition spokesperson(s) to community organizations, newspapers, other media and elected officials.

Minimum Job Qualifications

Experience: A Bachelors Degree or Associates Degree and two years of relevant experience.

Training: Equivalent to two years experience in health education, non-profit services, health services, public education experience or a directly related field or in the performance of similar duties and responsibilities.

Required Knowledge, Skills, and Abilities

- ◆ Computer skills demonstrating the ability to operate Microsoft Word, Excel, Power Point, and Adobe Reader, as well as proficiency with regular and frequent communication through e-mail and the Internet.
- ◆ Communicate clearly and concisely, both orally and in writing.
- ◆ Ability to learn and use a web-based reporting program for completing on-line reports.
- ◆ Knowledge of program development, promotion, marketing, education, and media communications in a health education program.
- ◆ Knowledge of the local community, its leaders and dynamics
- ◆ Perform effective public speaking to groups of varied interests and backgrounds; develop and deliver informative and persuasive presentations.
- ◆ Recordkeeping and reporting procedures.
- ◆ Basic principles and practices of grant/budget development and management.
- ◆ Establish and maintain effective working relationships with other agency, organization and tribal entity representatives.
- ◆ Collect data and research and analyze statistics.
- ◆ Design, implement, and evaluate health education promotion programs.

Preferred Qualifications

- ◆ Ability to relate to and motivate diverse members of the community
- ◆ Self-starter with strong organizational and planning skills
- ◆ Proven ability to work in a group to achieve a common goal
- ◆ Passion for public health and tobacco prevention
- ◆ Understand the importance public policy plays in public health
- ◆ Qualified applicants must be willing to work some evenings and/or weekends as needed