



The University of North Carolina Wilmington

Medical & Health Program Consultant Competency Profile

DESCRIPTION OF WORK: This class provides consultative and educational support in medical and health programs to a variety of audiences. Incumbents of these positions typically provide expert advice and consultation within the areas assigned. They may provide technical expertise and guidance in assessing, developing and implementing educational and research materials to meet public health needs.

Competency	Definition
Technical Knowledge	Knowledge of the principles and practices of public health and public health education activities. Knowledge of emerging public health issues. Knowledge of educational theory and techniques in the field of public health education. Knowledge of journalistic principles and methods of preparing subject matter in the promotion of public health activities.
Consulting/Advising	Ability to provide advice and counsel. Ability to understand the community to be served or target audience, and its specific health concerns and culture.
Client/Customer Service	Ability to develop and maintain professional relationships with the community or target audience by listening, understanding and responding to identified needs.
Coaching/Mentoring	Knowledge of teaching and consulting techniques. Ability to provide guidance and feedback to help the audience to strengthen their understanding of and capacity to deal with health issues.
Communication	Ability to establish and maintain effective communications and work relationships with Physicians, health care personnel, and the community. Ability to convey information clearly and concisely either verbally or in writing regarding the public health issue or concern to ensure that the audience understands the information and the message. Ability to listen and respond appropriately to others.

Competency	Contributing	Journey	Advanced
<i>Knowledge-Technical</i>	Basic knowledge of the principles and practices of public health and public health education activities. Basic knowledge of emerging public health issues. Basic knowledge of educational theory and techniques in the field of public health education. Basic knowledge of journalistic principles and methods of preparing subject matter in the promotion of public health activities. Basic knowledge of principles and practices of state and federal standards, certifying and accrediting bodies, guidelines, and regulations applicable to area of assignment.	Working knowledge of the principles and practices of public health and public health education activities. Working knowledge of emerging public health issues. Working knowledge of educational theory and techniques in the field of public health education. Working knowledge of journalistic principles and methods of preparing subject matter in the promotion of public health activities. Knowledge of unit organization and standard operational procedures. Working knowledge of principles and practices of state and federal standards, certifying and accrediting bodies, guidelines, and regulations applicable to area of assignment. Working knowledge of adult learning principles and teaching techniques.	Full knowledge of the principles and practices of public health and public health education activities. Full knowledge of emerging public health issues. Full knowledge of educational theory and techniques in the field of public health education. Full knowledge of journalistic principles and methods of preparing subject matter in the promotion of public health activities. Full knowledge of principles and practices of state and federal standards, certifying and accrediting bodies, guidelines, and regulations applicable to area of assignment. Ability to collect and compile appropriate health and community data.
<i>Consulting-Advising</i>	Ability to consult with Public Health physicians and practitioners regarding emerging health issues and the most appropriate prevention and treatment strategies available.	Ability to provide appropriate consultation and advice on the specific public health issue assigned. Ability to be a resource for the community in the assigned area of concern.	Ability to work with a wide variety of public health specialists and members of the community.
<i>Client Customer Service</i>	Ability to establish appropriate professional relationships with the target audience. Ability to approach job as an opportunity to assist the community in understanding public health issues and committing to improving responses to those issues. Ability to use a friendly, informative, and	Ability to provide guidance and assistance. Ability to work in partnership with community leaders as well as Public Health practitioners in planning, scheduling and providing educational services.	Ability to develop a professional relationship with the community or target audience while assisting them in understanding public health issues and possible approaches for dealing with those issues. Ability to work with staff to update/revise processes to improve educational outcomes. Ability to coordinate and collaborate

	helpful approach. Ability to provide services in a timely manner.		with staff, Public Health specialists and the community.
<i>Coaching/Mentoring</i>	Ability to provide education on disease processes, treatment and self-care.	Ability to effectively educate members of the community through development and dissemination of news releases and feature stories, conducting workshops, conferences and other educational events. Ability to provide support and assistance to peers/co-workers.	Ability to design and establish innovative approaches to educating the public on emerging public health issues. Ability to precept and mentor staff.
<i>Communication</i>	Ability to communicate public health information to the community using layman’s terms. Skill in observing behavior and mannerisms. Ability to actively listen	Ability to communicate with members of the community in a manner supportive of adopting appropriate behaviors with regard to specific health concerns. Ability to communicate information to the audience in a concise and descriptive manner, verbally, in writing, or by demonstration. Ability to document subjective and objective data, action taken and plan of care. Ability to effectively communicate to the audience in a manner to meet the individual learning needs. Ability to engage in public speaking. Ability to communicate through use of various technologies.	Knowledge of advanced communication techniques to members of the community, as well as members of the health care field. Skill in observing behavior and mannerisms. Ability to actively listen. Ability to determine the most effective method of communication (e.g., type of speech delivery, visual aids, etc.)