

Class Specifications
For the Class:COMMUNITY RELATIONS AND PROGRAM MANAGER
SR-26; BU:13Duties Summary:

Manages and executes a wide range of public informational activities encompassing a variety of community relations, customer service, marketing programs and services and business development, to include internal and external communication about the hospitals activities in coordination with Hawaii Health Systems Corporation; works collaboratively with members of the media, community groups, and key individuals in the public and private sectors; and performs other related duties as required.

Distinguishing Characteristics:

This class independently carries out a variety of public relations and informational activities from basic to the most complex relating to hospital functions and programs; directs and coordinates information-dissemination; develops and implements policies and procedures and programs to enhance community relations. This class is responsible for executing informational, educational and interpretive activities regularly involving the most difficult, complex and variable hospital functions and programs, due to their highly sensitive and controversial nature, social/economic impact and concerns with most pressing issues and problems and similar factors. Supervise and provide guidance to regional management personnel.

Examples of Duties:

Manages, develops, and executes information, educational and interpretive programs; writes news releases, articles, bulletins, radio and television scripts and speeches; speaks before business and other community groups, delivers talks over television and radio; originates or adapts written materials from personal interviews and various printed sources; plans layout and design and arranges for printing of informational material; arranges for photographs and other illustrative material, plans and designs exhibits and demonstrations for public display; prepares annual and special reports; coordinates hospital participation in community projects; evaluates and responds to a variety of complaints from the public, involving research, interpretation and explanation of hospital policies, programs and operations; works collaboratively with press, radio and television executives and with other business and community representatives; plans and administers employee communications programs; prepares fact-finding

studies and surveys and performs staff assignments of an administrative nature; supervises staff as appropriate.

Knowledge and Abilities Required:

Thorough knowledge of the principles of community relations, public relations and communication, including program planning and evaluation techniques; social media platforms and digital communication tools; principles and techniques used in writing informational material; techniques used in preparing and editing copy for printing; local organizations, regulatory organizations (i.e., JCAHO), State and Federal Laws, functions and operations; public relations and media relations practices; and marketing strategies and community outreach techniques; principles and practices of supervision.

Ability to plan, organize and coordinate the community relations programs; interpret laws, rules and regulations; speak effectively before individuals and groups; write clearly, edit and prepare materials for presentation; direct the accurate and concise presentation of facts; work collaboratively with media representatives, administrative staff; the public and others; analyze, evaluate and draw sound conclusions and recommendations for available data; work independently and take initiative; manage multiple projects and meet deadlines; adapt to changing priorities and work in a fast-paced environment.

This is an amendment for the class COMMUNITY RELATIONS AND PROGRAM
MANAGER effective December 04, 2025.

This is the first class specifications for the class, COMMUNITY RELATIONS AND
PROGRAM MANAGER effective June 6, 2006.

APPROVED: 12/04/2025

JUANITA LAUTI
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