

PART I	HAWAII HEALTH SYSTEMS CORPORATION	2.977
	STATE OF HAWAII	2.978

Class Specifications  
For the Classes:

COMMUNITY RELATIONS COORDINATOR III, IV  
SR-20, SR-22; BU:13

<u>COMMUNITY RELATIONS COORDINATOR III</u>	2.977
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Duties Summary:

Independently participates in the planning, development, and coordination of an assigned program in a region encompassing community relations, customer service, marketing programs and services and business development, to include internal or external communication; and performs other related duties as required.

Distinguishing Characteristics:

This class is the first level in this series and is responsible for independently carrying out a variety of public relations and informational activities of average difficulty relating to hospital functions and programs and coordinating information-dissemination. Supervision at this level is of a general nature, thereby requiring that assignments be performed independent of continual supervision.

Examples of Duties: *(Positions may not be assigned all of the duties listed, nor do the examples necessarily include all of the duties that may be assigned. The omission of specific duties statements does not preclude management from assigning such duties if such duties are a logical assignment for the position.)*

Participates in planning and coordinating information, educational and interpretive programs; may speak before business and other community groups as assigned, may deliver talks over television and radio; assist higher level coordinators with plans layout and design and arranges for printing of informational material; arranges for photographs and other illustrative material as assigned, independently plans and designs exhibits and demonstrations for public display; may prepare annual and special reports; coordinates hospital participation in community projects; works collaboratively with press, radio and television executives and with other business and community representatives.

Knowledge and Abilities Required:

Basic 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., The Joint Commission), State and Federal Laws, functions and operations; basic understanding of public relations and media relations practices.

Ability to plan, organize, and coordinate an assigned community relations program; learn and interpret laws, rules and regulations; speak effectively before individuals and groups; write clearly, edit and prepare materials for presentation; work collaboratively with media representatives, administrative staff; the public and others.

COMMUNITY RELATIONS COORDINATOR IV

2.978

Duties Summary:

Perform the full range independently in the planning, development, and coordination of an assigned program in a region encompassing community relations, customer service, marketing programs and services and business development, to include internal and external communication; and performs other related duties as required.

Distinguishing Characteristics:

This class is characterized by independently carrying out a variety of public relations and informational activities of moderate difficulty relating to hospital functions and programs and coordinating information-dissemination. This is the fully competent level in performing community relations, customer service, marketing programs and/or other related activities under general supervision.

Examples of Duties: *(Positions may not be assigned all of the duties listed, nor do the examples necessarily include all of the duties that may be assigned. The omission of specific duties statements does not preclude management from assigning such duties if such duties are a logical assignment for the position.)*

Independently plans and coordinates information, educational and interpretive programs; speaks before business and other community groups as assigned, 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 as assigned, plans and designs exhibits and demonstrations for public display; prepare annual and special reports; coordinates hospital participation in community projects; works collaboratively with press, radio and television executives and with other business and community representatives; may evaluate and respond to a variety of complaints from the public, involving research, interpretation and explanation of hospital policies, programs and operations; may prepare fact-finding studies and surveys.

Knowledge and Abilities Required:

General 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., The Joint Commission), State and Federal Laws, functions and operations; general understanding of public relations and media relations practices.

Ability to plan, organize and coordinate assigned 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; ability to work independently and take initiative; manage multiple projects and meet deadlines.

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This is the first class specifications for the classes, COMMUNITY RELATIONS COORDINATOR III and IV effective December 03, 2025.

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APPROVED: 12/03/25

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JUANITA LAUTI  
VP & Chief Human Resources Officer