



Your Guide to Hiring Right & Growing Talent

This guide helps public health hiring managers craft clear, compelling job postings that appeal to a range of qualified candidates. It offers practical tips for describing the role and responsibilities, the skills required, and how to communicate with the unique community characteristics, especially in roles such as epidemiology. You'll also find suggested language to use, along with a sample job description that reflects both technical expertise and real-world understanding.

Best Practices for Writing Inclusive Job Postings



1. USE CLEAR AND SIMPLE LANGUAGE

- Avoid jargon or overly technical terms that might exclude non-traditional candidates.
- Focus on essential public health skills and experiences rather than specific titles or credentials that may limit candidate diversity.
- Opt for gender-neutral language (e.g., “they” instead of “he/she”, “staff member” instead of “man” or “woman”).

2. EMPHASIZE CULTURAL KNOWLEDGE

- Emphasize the importance of cultural competence and working with diverse populations.
- Include expectations around understanding social determinants of health, health equity, and cultural humility.
- Use phrases such as “experience working with diverse communities,” “culturally responsive,” and “commitment to reducing health disparities.”

3. BE THOUGHTFUL AND SPECIFIC IN JOB REQUIREMENTS

- Specify that public health competency is the core requirement, not a specific degree or certification unless absolutely necessary.
- Value lived experience as an asset alongside academic credentials, particularly for positions that work directly with underrepresented communities.

4. FOCUS ON COMMUNITY ENGAGEMENT

- Express your organization’s commitment to creating an inclusive work environment and advancing health equity.
- Use language like “seeks to foster a diverse, inclusive workforce” or “we welcome applicants from all backgrounds.”

5. MAKE THE CORE PUBLIC HEALTH COMPETENCIES CLEAR

- Outline public health competencies, including:
 - Epidemiology
 - Biostatistics
 - Health Promotion and Education
 - Environmental Health
 - Health Policy & Management
 - Cultural Humility and Community Engagement

6. OFFER FLEXIBLE WORK OPTIONS

- Highlight flexible hours, remote work options, or family-friendly benefits to appeal to a wider audience.

7. INCLUDE KEY WORDS AND PHRASES

- “Cultural knowledge”
- “Experience with under-resourced or high-need communities”
- “Commitment to fair access”
- “Addressing gaps in outcome”
- “Community engagement”
- “Supportive environment”
- “Social determinants of health”
- “Culture of belonging”
- “Lived experience”
- “Public health impact”
- “Variety of perspectives”



5 Platforms for Reaching Public Health Professionals



1. PUBLICHEALTHJOBS.ORG

Hosted by the Association of Schools and Programs of Public Health (ASPPH), this site is highly trusted in the public health field and widely used by students, alumni, and professionals seeking roles in academia, research, and practice.

publichealthjobs.org



2. 2APHA CAREERMART (AMERICAN PUBLIC HEALTH ASSOCIATION)

A reliable job board for employers and candidates across all fields of public health. It provides high visibility within the APHA's network and attracts mission-driven professionals.

careers.apha.org



3. LINKEDIN

A powerful platform for connecting with a broad range of professionals and boosting your organization's brand. Use it to post jobs, engage with public health communities, and attract both active and passive candidates.

linkedin.com/talent/post-a-job



4. INDEED

Still one of the most widely used platforms for job seekers across industries. Use targeted keywords (e.g., "community health," "epidemiology") to increase visibility among relevant applicants.

indeed.com



5. NCHEC JOB BOARD

Ideal for connecting with credentialed professionals like CHES and MCHES, this board emphasizes roles in health education and promotion.

nchech.org/job-postings

Sample Job Description

“Public Health Epidemiologist”

JOB TITLE: Public Health Epidemiologist
LOCATION: [Insert Location]
POSITION TYPE: Full-time
SALARY RANGE: [Insert Salary Range]

OVERVIEW

At [Organization Name], we are committed to improving health and well-being, especially in high-need communities that have faced longstanding barriers to care. We appreciate diverse perspectives, lived experiences, and a strong emphasis on cultural adaptation in everything we do.

We’re seeking a Public Health Epidemiologist to join our team. In this role, you will help us track health trends, monitor social determinants of health, and analyze data to support programs that create a meaningful impact. You’ll collaborate closely with colleagues and community partners to turn insights into actions, guiding public health initiatives that are both effective and responsive to the needs of the people we serve.

KEY RESPONSIBILITIES

- **Collect and analyze data**
Plan and conduct studies to monitor public health trends, including infectious diseases, chronic conditions, and health inequities. Use data to identify who is most at risk and suggest targeted ways to better support these populations.
- **Monitor and Report Health Patterns**
Monitor public health data to identify emerging or growing health concerns. Prepare clear, useful reports for local organizations and government agencies.
- **Integrate Cultural Knowledge into the Work**
Design health programs that reflect the languages, values, and experiences of the communities they serve. Use respectful, cross-cultural communication in all aspects, from outreach to educational materials.
- **Work Together Across Sectors**
Collaborate with healthcare providers, community groups, and public health agencies to develop solutions that address real needs in care settings.
- **Engage with the community**
Spend time listening to and learning from high-need populations. Develop trusted relationships and ensure their insights and experiences influence public health programs.
- **Educate and Train Others**
Offer training to staff and partners on key health trends, how to communicate clearly, and how to use trauma-informed approaches in their work.
- **Support Smart Policy Decisions**
Use data and community feedback to help shape public health policies that aim to close gaps in health outcomes.
- **Help Secure Funding**
Contribute to grant proposals and help secure funding to support programs, particularly those that serve individuals with limited access to healthcare services.

QUALIFICATIONS

- **Education:** Master's or Doctoral degree in Public Health, Epidemiology, or a related field.
- **Experience:** Minimum of 3 years of experience in public health epidemiology, ideally involving high-need or under-resourced communities.
- **Cultural Knowledge:** Knowledge and experience working in cross-cultural settings, with the ability to apply these concepts in public health practice.
- **Analytical Skills:** Strong proficiency in statistical software (e.g., SAS, R, SPSS) and epidemiological methods.
- **Communication:** Strong written and oral communication skills, with experience translating complex data for non-technical and community-based audiences.
- **Problem-Solving:** Ability to think critically, solve complex problems, and provide evidence-based solutions to public health challenges.
- **Commitment to Fair Access:** Passion for promoting equal opportunity in health and addressing the social determinants of health.

PREFERRED SKILLS

- Experience in grant writing and program evaluation.
- Certification in Epidemiology (e.g., CPH or related certifications).
- Fluency in languages spoken by local community populations is a plus.

WORK ENVIRONMENT

- Supportive, collaborative work culture.
- Opportunity for hybrid or flexible scheduling.
- Field-based community work is required occasionally.
- Access to ongoing professional development and continuing education.

HOW TO APPLY

Please submit your resume, cover letter, and relevant certifications to [Insert Contact Information].

ENTRY LEVEL SAMPLE JOB DESCRIPTION

“Public Health Coordinator”

JOB TITLE: Public Health Coordinator
LOCATION: [Insert Location]
POSITION TYPE: Full-time
SALARY RANGE: [Insert Salary Range]

OVERVIEW

The Public Health Coordinator supports the planning, implementation, coordination, and monitoring of public health programs and activities. This position works closely with internal staff, community partners, public agencies, and other stakeholders to ensure that program goals, timelines, and deliverables are met. The coordinator assists with outreach, partnership development, meeting logistics, reporting, and communications to advance public health priorities and improve community outcomes.

KEY RESPONSIBILITIES

- Coordinate day-to-day program activities, timelines, and deliverables for assigned public health initiatives.
- Support the development and implementation of outreach, education, and engagement strategies.
- Serve as a liaison with community-based organizations, health departments, academic institutions, and other partners.
- Schedule and coordinate meetings, webinars, trainings, and stakeholder convenings.
- Prepare agendas, meeting summaries, briefing materials, and follow-up communications.
- Track program milestones, participation data, and other performance measures.
- Assist with data collection, reporting, and documentation for funders, leadership, and partners.
- Support the development of public-facing materials, including flyers, emails, presentations, and website content.
- Help monitor program quality and identify opportunities for improvement.
- Ensure that activities are implemented in a timely, organized, and professional manner.
- Perform other related duties as assigned in support of program goals.

MINIMUM QUALIFICATIONS

- Bachelor's degree in public health, health education, health administration, social sciences, public administration, or a related field.
- At least 2 years of experience in program coordination, public health, community outreach, nonprofit management, or a related field.
- Demonstrated experience coordinating projects, meetings, or community-based activities.
- Strong written and verbal communication skills.
- Strong organizational skills and attention to detail.
- Ability to manage multiple tasks and meet deadlines effectively.
- Proficiency with the Microsoft Office Suite, including Word, Excel, PowerPoint, and Outlook.

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of public health principles, community-based programming, and stakeholder engagement.
- Ability to build and maintain effective working relationships with diverse partners and audiences.
- Ability to communicate clearly and professionally with both technical and non-technical audiences.
- Ability to work independently while also functioning effectively as part of a team.
- Ability to handle sensitive information with professionalism and discretion.
- Strong problem-solving skills and ability to adapt in a fast-paced environment.

CORE COMPETENCIES

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|--------------------------------|------------------------------|
| ● Program coordination | ● Problem-solving |
| ● Communication | ● Cultural responsiveness |
| ● Community engagement | ● Teamwork and collaboration |
| ● Organizational effectiveness | |

WORK ENVIRONMENT

This position may involve a combination of remote, in-office, and community-based work. Occasional local travel may be required for meetings, events, or partner engagement activities.