

SUBSTANCE ABUSE INFORMATION CENTER DIRECTOR

This class identifies administrative, informational, and public relations work as director of a local substance abuse information center in an area mental health program. Employees plan, coordinate, and participate in the informational and public relations program for the local substance abuse information center. Work involves the training and supervision of substance abuse education specialists, volunteers, and clerical staff at the center as well as cooperating with local officials and mental health administrators for proper utilization of resources and cooperative treatment. Work is performed independently under the administrative guidance of substance abuse program director.

I. DIFFICULTY OF WORK:

Complexity - Employees are responsible to plan work operations, including establishing goals and priorities for the center. Employees make budget projections for the center and justify the budget to the program director and administrative officer of the local substance abuse services. Employees participate in presenting basic substance abuse education and information programs in the local mental health center and for public schools, civic and professional organizations, individuals, and family members of substance abusers. Work requires recruiting, training, and supervising community volunteers and the planning and coordination of workshops for these volunteers. Employees recruit, interview, hire, and train employees under their supervision. Employees may be responsible for 24 hours of crisis intervention telephone service which is usually carried out through the utilization of two or core hotlines. There is extensive work with the media in efforts to stimulate community interest in substance abuse problems and available treatment resources.

Guidelines - Federal and State information and guidelines for substance abuse, internal policies and procedures, and needs identified by the community at large.

II. RESPONSIBILITY:

Accountability - Employees are one of the primary sources for creating in the community at large an understanding of the general nature of substance abuse, its problem areas, and for promoting utilization of service agencies for these problem areas. Work may directly affect individual substance abusers and their families, thereby causing a more positive means of coping with their problems.

Consequence of Action - Employees' actions contribute to the public's awareness and knowledge of substance abuse, its problem areas, and available treatment sources, and thereby increases the ability of the community to cope with substance abuse.

Review - Work is performed independently. Major changes in any area are made in consultation with the program director and on occasion with the Area Director and Area Board. Written monthly reports are submitted to the program director.

III. INTERPERSONAL COMMUNICATIONS:

Subject Matter - Information is provided to the general public which involves addressing the receiver at various levels of understanding. Information given may range from giving an explanation to providing a treatment referral source.

Purpose - To advise specific groups and the community at large of substance abuse and its problem areas and the resources available for coping with substance abuse.

IV. WORK ENVIRONMENT:

Nature of Working Conditions - Work is performed in information center, school classrooms, churches, mental health center, and other community facilities.

Nature and Potential of Personal Hazards - Minimal encounters with substance abusers may present occasional danger.

V. RECRUITMENT STANDARDS:

Knowledges, Skills, and Abilities - Considerable knowledge of administrative processes, techniques of disseminating substance abuse information to public and private organizations and agencies in the community, and local resources/facilities for treatment of substance abuse. Ability to develop and implement general substance abuse programs/presentations for public schools, civic and professional organizations, and other local agencies. Ability to communicate effectively with a range of individuals varying from an individual's family to professionals.

Minimum Education and Experience - Successful completion of two years of college or technical school with course concentration in communications, English, or human services and two years of experience in substance abuse education and information work; or graduation from a four-year college or university preferably with a major in communications, English, sociology, or related field; or an equivalent combination of education and experience.