

# What Can I Do in Public Health? Communications

## Skills and experiences you may have developed through your degree include:

- Knowledge of current communication/marketing techniques
- Ability to communicate effectively and persuasively both orally and in writing
- Ability to develop creative marketing strategies
- Skill in graphic design
- Skill in presentation design/delivery

## Specialty Areas



Oral/Written Communication



Content Creation

## Potential Employers

- Local (city/county) health departments
- State health departments
- Federal health institutions (CDC)
- Non-profit organizations

## Examples of Entry-Level Job Postings (with Texas DSHS)

- **Communications Specialist**
  - Coordinate communications plans for a specific public health region
  - Create web and social media content, publications, newsletters and scripts
- **Information Specialist**
  - Contribute to public awareness initiatives
  - Write messages for internal/external audiences, create multimedia campaigns
- **Public Health and Prevention Specialist**
  - Create educational materials and assess their effectiveness
  - Assist with interpretation and clarity regarding policies and guidelines

To view current job postings at the Texas HHS, visit: <https://jobshportal.hhsc.state.tx.us/ENG/careerportal/>



TEXAS  
Health and Human  
Services

Texas Department of State  
Health Services

[dshs.texas.gov](https://dshs.texas.gov)