

## AREA OCCUPATIONAL PROGRAM SPECIALIST

Work in this class involves responsibility to market and to install comprehensive Employee Assistance Programs in public and private business organizations for an area community mental health center program and includes responsibility for coordinating program resources to achieve program goals. Employees negotiate a contract for the provision of specific services on a fee-for-services basis and assist the contracting organization in formulating, implementing, and monitoring this employee benefit program. Duties may also include serving as the diagnostic and referral agent for the troubled employee being served by the program or providing supervision and/or coordination for duties of the diagnostic and referral agent.

I. DIFFICULTY OF WORK:

Variety and Scope - Work involves: researching and canvassing area for prospective firms; contacting high level management in the local businesses and industries and presenting factual data regarding the cost/benefit of developing an Employee Assistance Program; assisting the business in developing policies and procedures which provide identification of potential employees, referral and diagnostic services; and providing training sessions to supervisors in the company. Serving as the diagnostic/referral agent includes receiving the referral from business; conducting evaluation interviews with the referred employee and referring to the proper resource. May design or modify existing materials to be used for promotion of program.

Intricacy - Employee Assistance Program Standards ensure a common program concept with standard goals and objectives; however, employees must adapt his approach to the local business to achieve goals. Employees research employers in their catchment area as to the number of employees, benefits available, type of product or service provided and profit margin, and then prepare a sales presentation to top management using that data to negotiate a fee-for-service contract. Presentations may require use of slide presentations, flip charts, and/or use of other audio-visual aids. Supervisors are trained to utilize one adapted set of procedures for identifying job performance problems of employees experiencing personal-medical difficulties. A standard policy and procedure format is modified to the particular company's need when assisting the company with implementing the program. Arranging for competent diagnostic services may require establishing referral sources outside the mental health center and requires coordinating the process and evaluating the on-going service. Evaluation studies on program utilization to indicate program success and company's return on investment are compiled periodically.

Subject Matter Complexity - A thorough knowledge of the Employee Assistance Program guidelines, and knowledge of the theories, principles, and practices of marketing and promotional strategies which includes knowledges of the techniques of writing and editing brochures, posters, and fliers are required. Working knowledge of emotional problems and process of treatment is necessary.

Guidelines - Employee Assistance Program Standards; An Approach to Supervisory Training; Labor-Management Alcoholism Journal; Directory of Manufacturers and Processors, by Chamber of Commerce; Agency Policy and Procedure Manuals; North Carolina Mental Health Standards are used by employees.

II. RESPONSIBILITY:

Nature of Instructions - Employees receive oral and written instructions regarding program operation, policy and procedural changes, or implementation. Work is self-initiated. Referrals for potential firms may come from the regional occupational program consultant.

Nature of Review - Work is reviewed through periodic program reports and through both informal and formal discussions concerning program achievement.

Scope of Decisions - Work affects the image and reputation of the Substance Abuse Program in the community and may impact on specific relationships between the area program and professionals in local businesses and industry.

Consequence of Decisions - Work has direct impact on the business community and the success of the Employee Assistance Program.

### III. INTERPERSONAL COMMUNICATIONS:

Scope of Contacts - Work requires communication with top management in local business and industry and with all levels of employees within those firms. The Occupational Program Consultant meets with professionals within and outside the mental health center.

Nature and Purpose - Employees are responsible for promoting Employee Assistance Programs, for negotiating a fee-for-service contract, and for maintaining the program.

### IV. OTHER WORK DEMANDS:

Work Conditions - Work is primarily conducted in an office environment.

Hazards - Work requires travel within the catchment area.

### V. RECRUITMENT STANDARDS:

Knowledges, Skills, and Abilities - Knowledge of theories, principles, and practices of marketing and promotional activities. Working knowledge of how substance abuse and other personal/medical problems affect the troubled employee and his family. Knowledge of therapeutic/rehabilitation process and community resources. Knowledge of teaching methods and principles. Skill in public speaking before large and small groups. Ability to design training presentations. Ability to establish effective communications with the business/professional managers. Ability to facilitate small group work. Ability to use audio-visual equipment. Ability to develop or adapt promotional brochures, pamphlets, and materials.

Minimum Education and Experience - Graduation from a four-year college, preferably with a major in business administration, and two years of experience in personnel, budgeting, research, administrative management, or in an Employee Assistance Program; or an equivalent combination of education and experience.