POSITION DESCRIPTION

POSITION TITLE Outreach and Education Specialist
DEPARTMENT Health Care Access
SALARY GRADE Grade 7
REPORTS TO Health Care Access Manager

POSITION OVERVIEW
The Outreach and Education Specialist will work with the Health Care Access Manager, Mental Health Connections Manager, Community Impact Manager, and the Director of Communications to develop and implement a robust outreach and education program to inform individuals and organizations about the programs and services offered by the Health District. This position will focus on setting meetings with new and existing community partners, providing presentations, developing outreach/education/marketing content, and disseminating information through a wide variety of methods.

The Outreach and Education Specialist is responsible for promoting, educating, and informing external constituents, community members and partners about the Health District of Northern Larimer County and the services provided with a focus on either behavioral health services, or the Larimer Health Connect program. The Outreach and Education Specialist will be fully trained as a Health Coverage Guide to provide direct support to customers who are eligible for health insurance, through the Connect for Health Colorado Marketplace, as needed. With the intentional application of diversity, equity and inclusion practices, outreach and education work is guided by the Health District’s mission to enhance the health of our community.

SUPERVISION AND FISCAL RESPONSIBILITIES
This position has no supervisory or fiscal responsibilities.

EXAMPLES OF DUTIES
• Works collaboratively with all Health District programs to develop and implement a broad-based public-engagement campaign, including strategies such as presentations, articles, special events, pre-developed flyers and posters, radio, online, social media, etc.
• Assists with developing content that reflects the diversity of the community served and provides small and large group presentations to diverse audiences.
• Identifies locations and strategic partners in the community for concentrated outreach efforts.
• Establishes relationships with community-based organizations (CBO), employers, schools, childcare providers, health care providers, faith-based, and various community agencies reaching hard-to-reach populations to promote and coordinate outreach and education opportunities and establish partnerships.
• Develops and sends program email blasts to partners and clients.
• Develops and maintains updated knowledge of community resources.
• Staffs and coordinates coverage at outreach events, such as community fairs, farmers’ markets, and workplace events.
• Monitors the quality of outreach activities.
• Works with the Communications Team to coordinate the design and production of marketing and education materials for the program.
• Manages and maintains the Larimer Health Connect program website, or Health District website behavioral health pages.
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- Submits stories promoting behavioral health services or healthcare access and resource sites in local media.
- Maintains inventory of outreach materials necessary for community engagement efforts.
- Maintains timely, accurate and complete records of program outreach activities and statistics.
- Carries out other communications, marketing, and outreach related duties, as necessary.
- Works as a team member, participating in group meetings, retreats, and special events.
- Develops and maintains positive, professional, and productive relationships with consumers, the public, other agencies, co-workers, and supervisors.
- Performs other duties as assigned by the Health Care Access Manager and the Communications Director.

QUALIFICATIONS
- B.A. in communications, public health, human services, social science, education, or another relevant field.
- A minimum of one-year related experience in community outreach, marketing, communications, or a position with significant responsibilities for informing people of public or non-profit programs.
- Experience assisting in the development and implementation of strategic outreach/education/marketing campaigns is desired.
- Knowledge of public health insurance programs including Health First Colorado, Child Health Plan Plus, the Connect for Health Colorado Marketplace and Medicare knowledge of community behavioral health resources or experience related to a behavioral health field is desired.
- Knowledge of local community resources is desired.
- Advanced skills in outreach and communication project planning, coordination and achievement of project goals and objectives.
- Experience in meeting and special event coordination and management of logistics; including finding and arranging suitable locations for events and attending to room set-up, audiovisual equipment, refreshments, handouts, management of incentives, etc.
- Exceptional interpersonal skills to make connections and build relationships in the community and internally.
- Ability to effectively interact, work, and develop meaningful relationships with people of diverse backgrounds and work in a culturally diverse setting.
- Ability to provide information to individuals and families in a way that can be understood and in a culturally sensitive manner.
- Ability to communicate well verbally and in writing, and to keep accurate and complete records.
- Demonstrated effective and efficient work style.
- Ability to maintain confidentiality and privacy standards.
- Ability to manage multi-faceted tasks, change priorities, and meet deadlines.
- Written and oral fluency in English and Spanish language is desired.
- Ability to work both cooperatively within a team and independently.
- Proficiency in using the internet and social media. May include working with Facebook, Instagram, Snapchat, Twitter, and TikTok.
- Intermediate knowledge of web-based applications.
- Intermediate skills in Microsoft Office Suite (Word, Excel, PowerPoint, and Outlook).
- Requires Reliable Transportation; Valid driver’s license and auto insurance if reliable transportation is by personal automobile.
- Must comply with infection control policies for this position.

The above job definition information has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned.
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to this job. Job duties and responsibilities are subject to change based on changing business needs and conditions.

WORK ENVIRONMENT
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must have close visual acuity to perform activities such as: preparing and analyzing data and figures, viewing a computer monitor, extensive reading.
- Must be able to sit or stand for prolonged periods.
- Must have eye-hand coordination and manual dexterity sufficient to operate a computer keyboard, telephone, photocopier, and other office equipment.
- Must have the ability to move from place to place on the job.
- Must have the ability to communicate information and ideas verbally so others will understand.

General Benefits Description - For qualifying employees, the Health District provides paid time off, medical, and dental insurance, life, and disability insurance, 401(a) employer match, and a robust employee wellness and recognition program. Vision insurance and an additional pre-tax retirement plan is offered. A complete list of benefits can be found on the Health District website.

Equal Opportunity Employer - The Health District is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, ethnic or national origin, ancestry, age, sex, pregnancy, disability, genetic information, veteran status, gender, marital status, sexual orientation, gender identity or expression, religion (creed), political beliefs, or any other characteristic protected by federal, state, or local laws.