



**FLSA Status:** Exempt, Learned Professional

**Annual Salary:** \$50,000

**Prepared:** 01/2024

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## **Community Outreach Coordinator**

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### **Organizational Overview:**

HCSF is a private, not-for-profit corporation created under Chapter 408.033, Florida Statutes, with the mission of providing coordinated health planning designed to enhance the provision of accessible, affordable and high-quality health care services to all persons residing in the service district, defined in the enacting legislation as Miami-Dade and Monroe Counties. HCSF is one of eleven local health planning councils under contract with the Florida Department of Health to perform various health care service responsibilities as designated in the statute. Florida Law establishes local health councils as a network of non-profit agencies that conduct regional health planning and implementation activities. HCSF has a long history and a broad range of experience in health services planning, research, and community involvement.

Local health councils work with the various communities on efforts designed to improve access to health care, reduce disparities in health status, assist state and local governments in the development of sound and rational health care policies and advocate on behalf of the underserved.

### **Summary of Work:**

The Community Outreach Coordinator is responsible for developing and implementing outreach strategies to engage community members, build partnerships, and promote the overall mission, programs, and services of the organization. The Outreach Coordinator will promote assigned projects and services at pop-up or in-person events, by community canvassing, at local churches, local businesses, community centers, health care facilities and within virtual spaces. This position will provide education and outreach activities, data collection, and community organizing within the given project's targeted communities.

Specially, this position will support activities for the implementation of the Green Family Foundation Neighborhood Health education learning program in a quantitative and qualitative assessment of the Allapattah Neighborhood in Miami as part of the newly funded project entitled "Uplifting Communities: Expanding the Impact of FIU's Green Family Foundation's Neighborhood Health Education Learning Program (GFF-NHELP) in 33142" initiative.

The Community Outreach Coordinator will function under the direction and guidance of the Director of Operations.

### **Core Duties and Responsibilities:**

- Develop and implement outreach plans and strategies to increase awareness of our organization's mission, programs, and services within the community.
- Build and maintain relationships with community organizations, local businesses, schools, and other stakeholders to identify opportunities for collaboration and partnership.
- Organize and participate in community events, workshops, and forums to promote the initiative, engage community members, collect data, and share results.
- Create and distribute outreach materials such as flyers, brochures, and newsletters to communicate information about programs and services.
- Conduct outreach activities through various channels, including social media, email newsletters, and community meetings.
- Conduct data collection through surveys, one-on-one interviews, group presentations and recruit residents to participate in community focus groups and other data collection forums.
- Refer residents to community resources, as appropriate.
- Coordinates and manages the development and production of communication materials.
- Disseminates information to the community through appropriate mediums to include flyers, press releases, newsletters, speeches and presentation materials designed to maintain a favorable public image.
- Promotes optimal community relations, increased community awareness of the organization, program, and resources, with continued expansion of community partnerships that will further enhance the public's awareness of the project.
- Stay informed about community needs, trends, and resources to inform outreach strategies, program development and project implementation.
- Attend scheduled meetings, conferences and events with HCSF, FIU and Community Stakeholders as required.
- Performs other duties as assigned.

### **Educational Background:**

- High School Diploma, with at least four years of experience in community relations or human services
- And/or bachelor's degree with at least two years of experience in social service enrollment or human services. Work experience must include direct customer contact.
- Preference as a Certified Community Health Worker (CHW) is desired.

### **Knowledge, Skills, and Abilities:**

- Proficiency in Microsoft Office Suite and social media platforms.
- Excellent verbal and written English communication skills.
- Bilingual proficiency in languages commonly spoken within the community is a plus.

- Previous experience in community outreach, public relations, or community organizing preferred.
- Knowledge of health promotion and disease prevention principles, including understanding of social determinants of health.
- Knowledge of local community resources, organizations, and stakeholders.
- Empathy, compassion, and cultural sensitivity in working with clients facing health challenges and social barriers.
- Commitment to promoting health equity and addressing health disparities within underserved communities.
- Able to handle sensitive, confidential information properly.
- Ability to work flexible hours, including evenings and weekends, as needed.

**Physical/Mental Abilities and Processes:**

- Sustained concentration and attention to detail.
- Interpreting and applying federal guidelines to daily operations.
- Determining and prioritizing own workload.
- Significant problem solving and analytical skills.
- Ability and desire to complete job tasks on a timely basis.
- Flexible and energetic, able to work well under pressure and deadlines.

**Other Requirements:**

- Valid State of Florida Driver's License
- Reliable means of transportation with ability to travel locally as needed between Miami-Dade and Monroe Counties.
- Physical demands are minimal for this position, and includes sitting, standing, walking reaching, light-lifting (less than 25 lbs.) and any other office situation. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.
- Familiarity or residence within the Allapathah neighborhood is desired.