

# Part-time Community Outreach Worker

## Job Description

### **Background:**

The Blackstone Valley Partnership for Public Health (BVPPH) was established as a collaborative effort among local public health organizations during the pandemic. This shared experience has fostered cross-jurisdictional relationships, laying the groundwork for further regional collaboration. This position is a part-time role funded by an ongoing Public Health Excellence Grant from the Department of Public Health, subject to continued funding in the Commonwealth of Massachusetts' budget.

### **Statement of Duties**

The Part-time Community Outreach Worker (19 hours per week) plays a vital role in promoting public health education and awareness within the community. This position is responsible for developing and implementing outreach strategies to effectively disseminate crucial public health information.

### **Supervision Required**

Under the general supervision of BVPPH and direct supervision of the Northbridge Board of Health Administrator, the employee carries out recurring assignments independently with specific instructions. They are also responsible for seeking advice and further instructions for new, difficult, or unusual assignments.

### **Supervisory Responsibility**

The Community Outreach Worker is not required to regularly supervise town employees but will likely coordinate with various stakeholders to perform essential functions.

### **Confidentiality**

The employee will have access to confidential information, including department and client records related to communicable diseases and lawsuits, in accordance with the State's Public Records Law.

### **Judgment**

The role requires exercising judgment and initiative, particularly in situations not clearly defined by precedent or established procedures.

### **Complexity**

The position involves in-person community engagement, coordination of events, and building relationships with various town departments and external stakeholders to connect individuals with the appropriate resources and support.

### **Work Environment**

Most work occurs remotely, with community meetings and events occurring on-site. The

employee will also attend off-site meetings, including occasional ones beyond normal business hours, and may operate standard office equipment.

### **Nature and Purpose of Relationships**

The employee will communicate with co-workers, supervisors, other town employees, the public, and external groups, and individuals such as civic leaders, peers from other organizations, representatives of professional organizations, and the news media.

### **Accountability**

The nature of work increases the probability that errors could be serious. Consequences of errors, missed deadlines, or poor judgment may include delay of program progress, loss of grant fund, loss of the position, and legal repercussions.

### **Occupational Risk**

Duties generally do not present occupational risk to the employee.

### **Essential Functions**

*The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. BVPPH understands that the job functions may shift based on the qualifications and experience of the employee. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.*

- **Creating Public Health Materials:**
  - Develop and design welcome packages, brochures, pamphlets, and other educational materials that convey important public health information effectively.
  - Ensure that all materials are accurate, up-to-date, and culturally sensitive to meet the diverse needs of the community.
- **Social Media Management:**
  - Establish and maintain an active presence on various social media platforms, such as Facebook and LinkedIn.
  - Create and share relevant content, including articles, infographics, videos, and event announcements, to engage the community and increase awareness of public health initiatives.
- **Community Engagement:**
  - Collaborate with community organizations, local businesses, schools, and other stakeholders to facilitate public health outreach efforts.
  - Attend community events, meetings, and gatherings to promote public health programs and answer questions from community members.
- **Collaboration and Coordination:**
  - Work closely with internal teams, including public health professionals and program coordinators, to ensure that public health messaging aligns with program goals and objectives.
  - Collaborate with external partners and agencies to maximize the reach and impact of public health education efforts.
- **Monitoring and Evaluation:**
  - Continuously assess the effectiveness of outreach strategies and materials.

- Collect and analyze data, including community feedback and engagement metrics, to measure the success of public health education initiatives.
- Use insights gained to make improvements and adjust strategies as needed.
- Translation and Cultural Sensitivity:
  - If applicable, provide or connect to translation services to ensure that public health materials and messages are accessible to non-English-speaking communities.
  - Promote cultural sensitivity in all outreach efforts to address the unique needs and preferences of diverse populations.
- Public Health Program Support:
  - Collaborate on the organization and development of public health education programs and initiatives.
  - Participate in program planning, including the creation of educational content, workshops, and presentations for community members.
- Documentation and Reporting:
  - Maintain accurate records of outreach activities, including contact lists, event attendance, and outreach materials inventory.
  - Prepare regular reports summarizing outreach efforts, successes, challenges, and recommendations for improvement.
- Community Feedback:
  - Act as a conduit for community feedback and concerns related to public health initiatives.
  - Report any issues or emerging trends to the appropriate stakeholders within BVPPH for timely response and action.
- Professional Development:
  - Stay informed about current public health trends, best practices in community outreach, and emerging health issues.
  - Seek professional development opportunities to enhance knowledge and skills relevant to the role.

## **Recommended Minimum Qualifications:**

### Education and Experience:

A minimum of a high school diploma or equivalent is required. Additional education or experience in public health education, community outreach, or related fields is preferred. Strong preference for a connection to the BVPPH region.

### Special Requirements:

Valid Class D motor vehicle driver's license. Required to obtain Community Health Worker Certification (<https://www.mass.gov/how-to/apply-for-community-health-worker-certification>) within 2 years of hire.

Local Public Health Institute Training within 6 months of hire.

## **Knowledge, Abilities and Skill**

### Knowledge:

Knowledge of the population to be served will be necessary to provide appropriate public education, messaging, and programming. Knowledge of Community Health work in Massachusetts as well as the Massachusetts Department of Public Health and associated Community Health Programs is also needed.

### Ability:

Ability to meet and work with municipal colleagues and the public effectively and appropriately; ability to effectively handle problems in the field and during emergencies; ability to communicate clearly, both orally and in writing; ability to operate a computer; ability to maintain confidential information; ability to maintain, manage, and organize records; ability to establish and maintain effective working relationships with municipal employees, Town officials, state regulatory agencies and disgruntled members of the public. Ability to manage multiple tasks in a detailed and organized manner. Ability to enforce laws and regulations in an impartial manner and consistent manner.

### Skill:

Excellent organizational skills; proficient data processing skill in the use of personal computers and office software including word processing, database and spreadsheet applications; proficient oral and written communication skills. Proficient use of Spanish and/or Portuguese is a plus.

## **Physical and Mental Requirements**

*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 accommodation may be made to enable individuals with disabilities to perform the position's essential functions.*

### Physical Skills

Minimal physical demand is required to perform most of the work. The work principally involves working at a desk, occasionally needing to move throughout the office. May be required to lift objects such as files, boxes of papers, office supplies, and office equipment weighing up to 30 pounds.

### Motor Skills

Duties are largely mental rather than physical, but the job may occasionally require minimal motor skills for activities such as moving objects, using office equipment, including but not limited to telephones, personal computers, handheld technology, and other office equipment.

### Visual Skills

Visual demands require routinely reading documents for general understanding and analytical purposes.

## **Supplemental Information**

This is a part-time position and does not provide employee benefits such as health insurance or retirement. The starting annual salary will range from \$25,000 to \$30,000 depending on qualifications and experience. This position is exempt under the guidelines of the federal Fair Labor Standards Act.

The Central Massachusetts Regional Planning Commission is assisting with the hiring process by vetting candidates and presenting options to the hiring committee. A resume and letter of interest should be emailed to: Connor Robichaud [crobichaud@cmrpc.org](mailto:crobichaud@cmrpc.org). This position is open until filled. Candidates must have legal authorization to work in the USA.

Each Town is an Equal Opportunity/ Affirmative Action Employer. Your opportunity for

employment will be based only on your merit, without regard to race, religion, sex, age, national origin or disability.