



Job Description

Job Title: Director, Health Equity & Outreach
Department: Health Equity & Outreach
Reports to: Chief Executive Officer (CEO)

FLSA Status: Exempt
Grade: 19

The Director of Health Equity & Outreach leads the planning and execution of engagement and outreach actions and activities with community and faith-based organizations, allies, and partner organizations. This role will develop a plan to expand and more effectively engage to increase awareness of and participation in medical and dental insurance enrollment and insurance literacy. The Director of Health Equity & Outreach is a member of the Senior Leadership team (SLT) and provides input and awareness focused on health equity and outreach strategies that influence other functional areas of the organization. The Director of Health Equity & Outreach reports to the CEO and manages outreach employees.

RESPONSIBILITIES

- Manage and lead programs to expand the outreach of Access Health CT (AHCT) among diverse communities and increase positioning of AHCT within those communities
- Develop and implement strategies to better involve and incorporate feedback from communities directly impacted by AHCT programs and advocacy campaigns in the design and implementation of AHCT programs and advocacy campaigns
- Identify new and emerging policy trends, align advocacy priorities with community needs, and better engage communities
- Develop Outreach strategies to enhance AHCT's status in the community
- Be the lead voice as it relates to Health Disparities in Connecticut
- Continually evaluate operation of team/function to ensure on-going effectiveness and impact of AHCT's outreach and engagement efforts
- Ensure development and implementation of a clear strategy on development, production and dissemination of program materials which may enhance knowledge, understanding, and impact of AHCT's products and offerings
- Lead high-impact outreach team; define objectives and processes
- Ensure the alignment of work across teams
- Liaise closely with the marketing team to ensure strategic use of media to enable and facilitate AHCT positioning across its core areas
- Other duties as required

Department Management:

- Maintain department budget
- Represent the Exchange at local, state, and national health reform forums
- Attend all required management/supervisory training
- Encourages employee growth and development
- Prepares mid-year and annual performance reviews

- Ensure employee goals are in-line with department goals
- Meets weekly with staff and conducts bi-weekly 1:1s
- Actively participate as a member of the Senior Leadership Team

KEY REQUIRED SKILLS AND COMPETENCIES

- Bachelor’s Degree required or equivalent experience
- 7-10 years of experience in community outreach and engagement program oversight required, including direct experience working in or with community-based organizations
- A minimum of 5 years of demonstrated leadership and success in engagement and mobilization of community outreach efforts at the individual, community, and organizational levels required
- A minimum of 5 years of experience in managing to outcomes, and developing and using data to inform continuous improvement and decision-making
- Ability to establish and maintain effective working relationships with diverse groups of state, regional, and local partners, stakeholders, leaders and agents
- Strong interpersonal and relationship building skills, with the demonstrated ability to engage and influence others
- Knowledge and cultural understanding of state’s diverse populations and communities
- Knowledge of principles and practices of health care and public health
- Experience in understanding of needs of under resourced communities

Physical Demands: 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.

While performing the duties of this job, the employee is frequently required to sit, stand, hear, use hands to type data, and utilize a phone or other electronic communication devices. This employee may occasionally have to operate business machines, use transportation to attend events, stand/sit for long periods of time. Specific vision abilities required in this job include close vision and the ability to adjust focus.

Work Environment: this is an in-office role that requires the ability to work offsite often within CT. The noise level in the work environment is usually moderate. Requires fast-paced deadlines and has a high stress at times. High local travel.

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