



Job Description

Job Title: Outreach Coordinator
Department: Health Equity & Outreach
Reports to: Community Outreach Manager

FLSA Status: Exempt
Job Grade: 13

Summary:

The Outreach Coordinator will support Access Health CT's (AHCT) outreach efforts to reach targeted communities (primarily minority populations) across the state to help them obtain and use healthcare coverage. S/he will promote the creation of culturally sensitive community programs to inform, engage, educate, and enroll individuals conveying Access Health CT's core value proposition and messaging. Additionally, the Outreach Coordinator will balance multiple tasks with management of programs and events, collaboration with community and university members. This role reports to the Community Outreach Manager and has no direct reports.

Essential Duties and Responsibilities:

- Assist the Community Outreach Manager and Health Equity and Outreach Director with the creation and execution of outreach activities to targeted communities.
- Build relationships with new and existing partners of AHCT in order to establish regular and effective communication and engagement. This includes:
 - holding one-on-one meetings
 - organizing group meetings
 - giving presentations on AHCT to partners and the public (in-person and via webinar), and
 - representing AHCT at other community events and meetings
- Manage the Navigator Program to deepen community outreach and in-person enrollment support in targeted communities across the state through community partnerships
- Manage and collaborate with outside advertising agency partners.
- Monitor the success of established strategy through reporting of monthly metrics relevant to the segment, such as applications, recapture, engagement, customer satisfaction, bilingual servicing, brand tracking, and other resources;
- Present campaign business cases to senior management for approval, including forecasted results of each program.
- Composition of community presentations
- Other duties as required

Work Environment: This position requires close staff coordination and team-building efforts with regular contact with Navigators and community agencies. Considerable public speaking This position requires evening and weekend work for committee meetings, events, and presentations. Frequent travel is required. Low to moderate noise in-office.

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 drive, sit, hear, stand, use hands to type data, and utilize a phone or other electronic communication devices. This employee may have to operate business machines and occasionally lift supplies and materials up to 30 lbs.

Competencies:

To perform the job successfully, an individual should demonstrate the following competencies:

- Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully.
- Oral Communication - Listens and gets clarification; Responds well to questions.
- Written Communication - Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; able to read and interpret written information.
- Teamwork - Balances team and individual responsibilities; contributes to building a positive team spirit.
- Professionalism - Accepts responsibility for own actions; follows through on commitments.
- Quality - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality.
- Dependability - Follows instructions, responds to management direction; commits to additional work hours when necessary to reach goals.

Qualifications:

The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Requires BA or BS in marketing, health/medical or related degree
- 4+ years' relevant experience in community service, volunteer management, leadership development, or non-profit management.
- Advanced project management skills
- Advanced oral and written communication skills, as well as presentation skills
- Proficient skills in Microsoft office and Google docs
- Ability to work evenings and weekends as needed for events/presentations/committee meetings/etc.
- Ability to drive to various locations throughout CT

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

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