

**BELL COUNTY PUBLIC HEALTH DISTRICT WIC PROGRAM
POSITION DESCRIPTION**

OUTREACH COORDINATOR

Revision Date: June 23, 2020

**Position Title and Classification: Outreach Coordinator
WCS, Site Leader, Nutritionist, LVN**

Position Description: The Outreach Coordinator is responsible for performing designated community and vendor outreach services and program services to clients within the WIC Program. WIC Program services are provided at the Temple, Killeen, Copperas Cove, Fort Hood and mobile unit locations. The Outreach Coordinator works under the direct supervision of the WIC Director, Assistant WIC Director and/or Administrative Assistant.

Knowledge, Skills & Abilities:

- Knowledge in all areas of the WIC Program to effectively oversee assigned outreach staff and daily operations.
- Knowledge, understanding and ability to apply principles of maternal and child health and nutrition, as well as breastfeeding support and education.
- Knowledge of safe working environments, infection control methods, especially hand hygiene, standard precautions and personal protective equipment.
- Knowledge in basic mathematics, including graphing, fractions and decimals.
- Skill in operating computer systems, Microsoft Office, databases, TXIN, Teletask, Qualtrics and email as well as learn new systems.
- Skill in operating various office equipment, such as calculator, copy machine, scanner, facsimile machine, alarm system and telephone system.
- Skill in internal and external customer relations.
- Skill in accuracy and attention to detail.
- Skill in using anthropometric equipment, including height, weight and iron equipment.
- Ability to be professionally competent and productive when making decisions.
- Ability to be reliable and dependable with punctual attendance and flexible when making decisions regarding the agency, clinics and staff.
- Ability to multi-task, prioritize and follow-up in a fast-paced work environment.
- Ability to communicate effectively orally and in writing.
- Ability to maintain confidentiality of information.
- Ability to exercise good judgment in appraising situations and troubleshooting solutions.
- Ability to work and interact effectively and positively with other staff members to build and enhance teamwork within WIC.
- Ability to supervise and delegate to those reporting to you.
- Ability to communicate in a courteous and professional manner.
- Ability to motivate employees.
- Ability to understand and empathize with the needs and situations of a multi-cultural, low income population and a desire to work with this population.

- Ability to speak professionally over the phone or in person with clients, peers, and outside partners or services.
- Ability to work non-traditional days and hours, as required.
- Ability to take direction, guidance and have constructive discussion from WIC Director, administrative staff and professional peers.
- Ability to speak another language for interpretation purposes only (if bilingual).
- Ability to lift up to 20 pounds on a regular basis – reasonable accommodations will be made for physical limitations on an individual basis.

Responsibilities:

Responsible for daily activities and workflow of all outreach operations. Outreach operations include but is not limited to community outreach, partner outreach, outreach material distribution, outreach and promotional events, WIC mobile unit activities (WIC on Wheels), vendor shopping experiences and vendor liaison. Supervises assigned outreach staff and oversees outreach activities to ensure efficient program operation.

- Directly supervises outreach activities and events including assigned outreach staff.
- Maintains a safe working environment, including equipment and WIC vehicle maintenance.
- Responsible for strategic outreach caseload goals and monthly schedules of outreach activities.
- Provides on-going training and education to the WIC team.
- Courteous, respectful and creates safe, clean environment for clients and staff.
- Sets the example of exemplary customer service for both internal and external customers.
- Diligently works with outreach team to ensure client flow is efficient and productive.
- Utilizes good time management skills to ensure all facets of WIC Outreach Coordinator duties are completed in a timely manner.
- Completes and submits supply orders on a regular basis to ensure ample supply stock for events and mobile units.
- Ensures reports, quality assurance and other reporting information are accurate and submitted on time.
- Consciously follows through on requests and instructions in a timely manner.
- Actively coordinates outreach efforts between program and community partners.
- Evaluates outreach operations and suggests on-going improvements and enhancements.
- Stays informed about policies, procedures and program requirements to ensure compliance.
- Works to create and maintain good relationships with supervisors, co-workers and clinic staff.
- Fosters working together as a team: dealing with and resolving conflict in a timely, efficient and positive manner.
- Performs regular TXIN audits and staff observations to ensure good customer service, appropriate nutrition education, and program compliance.
- If assigned permanent staff, responsible for collecting and reviewing mileage sheets, leave slips, and time studies for staff at appropriate intervals with accuracy.
- Acts as a liaison for the WIC Program and community partners and vendors.
- Support and implement job-related decisions made by administrative staff.

- May be required to speak another language for interpretation purposes only, if applicable.
- Advises the WIC Director of special problems and/or outreach needs.
- Works with minimal supervision as a team member in a self-directed environment, adhering to the mission and values of Bell County Public Health District WIC Program.
- Utilizes proper dress and grooming habits and always presents BCPHD WIC Program in a positive light and professional manner.
- Performs other duties as assigned by the WIC Director.

Necessary Special Requirements:

- Must have valid Texas driver's license.
- Must have own transportation and telephone/cell phone.
- Must be able to travel frequently and/or daily between local agency clinic areas and surrounding Bell County areas.
- Must be able to report to the Temple Administrative WIC offices as home site or primary working location.
- Must be familiar with and ability to use social media platforms.
- Must have basic IT knowledge and/or ability to quickly learn.
- Requires ability to lift clinic supplies, educational materials and machines.
- Prolonged standing, sitting, or driving may be required.
- Must be able to work outdoors and in varying weather conditions.
- Increased risk for exposure to and possible transmission of vaccine-preventable diseases/tuberculosis.
- Must have appropriate immunizations according to BCPHD policy.
- Limited access to clinical lab areas containing biohazardous material.

Minimal Qualifications:

Education & Experience

- High school diploma or GED
- WIC Certifying Specialist (WCS) or able to complete the program within 6 months
- 0-3 years of progressive work experience
- 1-year WIC experience
- Exemplary customer service skills and interpersonal skills