



California Human Development Job Description

EMPLOYEE NAME:

JOB TITLE: Community Engagement and Outreach Specialist (Temporary)

DEPARTMENT/DIVISION: Community Services

REPORTS TO: Outreach, Education, and Engagement Program Manager

FLSA STATUS: Non-Exempt, Hourly

LOCATION: Napa/Sonoma or Yolo/Sutter County Regions

REVISED DATE: 12/03/2024

Summary Description: The Community Engagement and Outreach Specialist will oversee the effective implementation and operation of special Community Service projects across our service area, focused on education and outreach programs including The Office of Community Partnerships and Strategic Communications (OCPSC) Trusted Messenger Grant (TMN). This encompasses community engagement and public awareness efforts, including providing information on COVID-19 vaccines, climate justice, water conservation, extreme heat, and mental health education and outreach efforts. The position involves managing outreach and education events, participant and volunteer engagement, data collection, and the completion of required reports.

DUTIES AND RESPONSIBILITIES:

Under the supervision of the Outreach, Education and Engagement Program Manager, the Community Engagement and Outreach Specialist performs the following duties:

- Assesses, strategizes, and creates or adjusts activities as the Program(s) mature(s). Create metrics to track and show that Program(s) is/are meeting goals.
- Engages with the community by participating in community meetings, resource fairs, community events, and coordinating efforts between other CHD divisions and community partners.
- Evaluates new program opportunities, assist in coordinating outreach and engagement opportunities, and direct or perform implementation and ongoing evaluation.
- Effectively coordinates Program(s) activities in accordance with contract requirements and all applicable regulations.
- Coordinates with other CHD programs to ensure that clients receive all available remedies.
- Documents and tracks client success stories, working in collaboration with the Community Services Division to build and expand education and outreach efforts on social media platforms.
- Builds Program(s) capacity by promoting training, analyzing Program(s) results and outcomes, collaborating with other relief efforts, and coordinating with other community groups and agencies.
- Represents CHD and the Farmworker Services, Affordable Housing, Day Labor, and Immigration & Citizenship programs with external community partners and organizations.
- Other duties as assigned.

Supervisory Responsibilities

None

Required Skills and Abilities

- Bilingual proficiency in Spanish and/or Punjabi/Farsi.
- Work and communicate effectively with a wide variety of individuals and groups.
- Strong communication skills to effectively engage with diverse community members and stakeholders.
- Proficiency in organizing and participating in community meetings, resource fairs, and events to promote program initiatives.
- Ability to build and maintain relationships with community partners and organizations to enhance outreach efforts.
- Experience in developing and implementing outreach strategies to increase community awareness and participation.
- Capability to assess community needs and tailor engagement activities to address those needs effectively.
- Proficiency in using social media and other digital platforms to expand outreach and engagement efforts.
- Ability to work collaboratively with other CHD programs and external partners to coordinate outreach activities.
- Strong problem-solving skills to address challenges in outreach and engagement efforts.
- Ability to maintain cultural sensitivity and inclusivity in all outreach activities.
- Flexibility to work evenings and weekends as needed to accommodate community events and engagements.

Education and/or Experience

- High School diploma.
- Experience in community outreach, engagement, or a related field is preferred.
- Familiarity with local community resources and barriers facing farmworkers and their dependents.
- Bachelor's degree in related field preferred.

Certificates, Licenses, Registrations

- Must be able to travel to meetings, events, and do outreach. If using a personal vehicle, must provide proof of insurance and provide a copy of a valid driver's license to be insurable under the agency's insurance policy.

Physical Requirements

Regularly: Sit, manual dexterity

Occasionally: Lift up to 25 lbs., stand, walk, and reach with hands and arms

Rarely: Lift up to 50 lbs., bend, stoop, pushing/pulling, carrying, and reaching

Vision: Close vision (clear vision at 20 inches or less); Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus);

Work Environment

Noise level: Moderate noise (examples: business office with computers and printers, light traffic)

*This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform from time to time. All employees are to maintain a positive work atmosphere by acting and communicating in a manner so that you get along with customers, clients, co-workers, management and stakeholders. Employment at CHD is **at-will**. This means employment is for an indefinite period of time and it is subject to termination by the employee or by CHD, with or without cause, with or without notice, and at any time.*

Employee Signature: _____ Date: _____

Supervisor's Signature: _____ Date: _____

Reviewed by Human Resources: _____ Date: _____