



JOB DESCRIPTION

TITLE: Community Outreach Coordinator

REPORTS TO: Director of Communication

FLSA STATUS: Non-Exempt/ 1.0 FTE

SUMMARY: The Community Outreach Coordinator is responsible for enhancing Hospice of North Idaho's (HONI) capacity to establish and improve new and existing collaborative working relationships with the business community, public, providers of health care, care facilities and health related community organizations to achieve the mission and goals of HONI throughout our service area in Kootenai, Shoshone and Benewah counties. The coordinator will provide and facilitate community education to achieve the community's solid understanding of our Hospice mission and its services. The coordinator is a member of the Communication Department working under the guidance of the Director of Communication.

MINIMUM QUALIFICATIONS: BA/BS in communications, marketing or health care related field; two to three (2-3) years experience in community outreach/ program development; valid driver's license, personal vehicle for on-the-job transportation, and evidence of insurance coverage as required by HONI policy required.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

- Excellent oral and written communication skills, including public speaking and relationship building
- Strong interpersonal skills and demonstrated ability to work effectively with a wide range of constituencies in a diverse community
- Demonstrated ability and desire to network with community members
- Demonstrated ability to organize, manage and coordinate multiple projects with strong attention to detail
- Demonstrated ability to work independently, take initiative, set priorities, organize work, problem solve and make autonomous decisions
- Current knowledge and understanding of hospice care
- Ability to manage expenditures in accordance to budget
- Strong time management and ability to be flexible with time and work events
- Exceptional critical thinking and problem solving skills to educate and navigate relationship building within the community
- High competency for Microsoft Suite including Word: Word, PowerPoint, Outlook, Excel. Competency in Facebook, Twitter and Android cell phones. Technical formatting of documents.
- Sense of humor and practical wisdom

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Act as liaison between HONI and the communities we serve to establish collaborative working relationships, including, but not limited to:
 - Understand the needs and expectations of individuals and organizations that work with HONI to provide direct end-of-life care to members of our community (i.e. long term care facilities and other organizations);
 - Work with the Leadership Team and Director of Communication to identify strategies to improve agency's working relationship with these constituencies;
 - Identify training needs and conduct or arrange for trainings as appropriate.
- Assist in outreach material development including print, video, digital, and social media material.
- Work collaboratively with Director of Communication on outreach materials and educational messaging campaigns
- Create and perform goals-based educational outreach methods to achieve the community's solid understanding of our Hospice mission and services
- Work as liaison between the Coeur d'Alene and other tribal medical communities and HONI to improve tribal access to end-of-life care;
- Maintain a positive, helpful, constructive attitude and working relationship with HONI staff and volunteers;
- Attend pertinent community events, programs, and public events with the purpose of building rapport and educating audiences about the Hospice Mission and its services;
 - Maintain flexible and efficient time management to attend events, which may include some evening and weekends;
- Help coordinate various educational opportunities for the general public to learn about hospice care, which may include:
 - Arrange public appearances, lectures, or exhibits for HONI to increase public awareness of HONI and hospice care in general;
 - Set up and staff HONI informational booths;
 - Provide support and leadership for special fundraising events, projects, and/or meetings as needed.

OTHER RESPONSIBILITIES:

- Participate on the Compass Leadership Team;
- Support event participation with timely delivery of supplies. Track delivery of event supplies, both pre and post event. Collaborate with team members to maintain orderly and stocked supply inventory with informational and promotional gifts.
- Possess and maintain technical knowledge (hardware and software) by pursuing ongoing professional development.
- Participate in professional educational activities as appropriate;

- Partner with community members, businesses, groups and other agencies;
- Publicize the activities of the organizations, its programs and goals;
- Create and maintain electronic and paper files for easy access and keep up to date.
- Represent the programs and mission of the organization to the community.
- Maintain appropriate memberships in community organizations to promote HONI.
- Edit written material
- Manage contact lists
- Coordinate volunteer support
- Other duties as assigned

SAFETY: Hospice of North Idaho enforces a safety culture whereby all employees have the responsibility for continuously developing and maintaining a safe working environment. Each employee is responsible for completing all training requirements, participating in emergency response tasks as requested, and serving on safety committees and teams as requested. In addition, employees must accept the responsibility for maintaining the safety of themselves and others by adhering to all written and verbal instructions, promptly reporting and/or correcting all hazards or unsafe conditions, and providing feedback to supervisors and management on all safety issues.

PROCEDURE COMPLIANCE: Employee must read and understand the general and specific operational, safety, and environmental requirements of all plans, procedure, and policies pertaining to this job.

AMERICANS WITH DISABILITY SPECIFICATIONS

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 occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision and ability to adjust focus.

WORKING CONDITIONS: Work environment characteristics 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.

Work may be completed at Schneidmiller House In-patient Unit, a Hospice of North Idaho's patient's home, skilled nursing facility, assisted living facility, hospital, or at the HONI Office.

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Work may also be completed out in the community. While performing the duties of this job, the employee may be exposed to weather conditions prevalent at the time.

The noise level in the work environment is usually moderate.

ACKNOWLEDGEMENT:

The employee is expected to adhere to all agency policies and to act as a role model in the adherence to agency policies.

I have received, read and understand this explanation and job description. My signature below attests to the fact that I can perform the essential functions of the job with or without reasonable accommodation.

Signature

Employee Name Printed

Date