

Program Coordinator (HMG Outreach Coordinator)
CS-601-11

Program Description

This position is located in the Department of Health (DOH), Community Health Administration (CHA), Family Health Bureau (FHB), and Early Childhood Health Division (ECHD). The Help Me Grow DC program is a free family information line designed to promote the optimal development of young children by linking families to information and community resources related to child development and parenting, providing personalized care coordination, and facilitating partnerships within the community. The Help Me Grow Outreach Coordinator is primarily responsible for increasing awareness of Help Me Grow DC through community outreach in the District. This includes promoting Help Me Grow DC to healthcare providers, educators, service providers and families. The Outreach Coordinator utilizes formal presentations and participation in community events as promotion vehicles for Help Me Grow. She/he also works in participation with other agencies to promote the wellbeing of children and families in the District.

DUTIES AND RESPONSIBILITIES

Develop and revise strategic plans on how best to expand Help Me Grow's reach in the District.

Formally evaluate the effectiveness of Help Me Grows outreach activities over time.

Actively identify new family-centric community resources for Help Me Grows resource database.

Host and facilitate community networking meetings for a broad range of providers and families involved in the children and family service delivery system.

Develop in-depth knowledge of the Child Development Centers programs, Early Childhood Special Education and Children and Youth with Special Health Care Needs programs-eligibility, referral/application processes, due process information and related support services.

Partner with Help Me Grows Care Coordinators for intake, triage, referral & linkage of developmental, behavioral and learning services.

Develop relationships with community resources to create an inventory of available child developmental & behavioral services.

Identify all potential Help Me Grow referral sources in the District, and provide information and training regarding Help Me Grow services, eligibility requirements and the referral process. Work with organizations to develop new referrals for Help Me Grow.

Assist in developing informational materials (brochures, posters, etc.) regarding Help Me Grow and develop strategies for their dissemination.

Develop interdepartmental coordination among the various governmental agencies, and other key community stakeholders, participating either directly or indirectly with service delivery of the services within the Help Me Grow program.

Assist in completing required reports and participate in the annual Help Me Grow National Forum.

Collaborate with the Communications team to ensure program brand consistency.

Oversee website and social media accounts design (e.g. Facebook, Instagram, Twitter, etc.).

Generate, edit, publish and share engaging content on the HMG DC program website (e.g. text, photos, videos, news) weekly in collaboration with the Communications team.

Design and implement social media strategy to align with HMG DC program goals.

Explore opportunities for innovation and growth through cross-departmental projects which support organizational, departmental and program goals.

Work closely with existing early childhood systems/projects—including Maternal, Infant, and Early Childhood Home Visitation (MIECHV) program, Early Childhood Comprehensive Systems (ECCS), Head Start, and other key early childhood stakeholders to support the development and implementation of a comprehensive strategic plan addressing home visitation in the District.

Employ appropriate outcome measures for the program's effectiveness and community impact.

Perform other duties as required while supporting departmental program goals.

KNOWLEDGE REQUIRED BY THE POSITION

Confident in working independently and delivering presentations and trainings to a diverse group ranging from pediatric medical providers to families in communities.

In- depth knowledge of typical and atypical child development and special needs conditions.

Knowledge of the theory, principles and practices of early childhood and family systems, child development, youth development, social marketing, and cultural diversity.

Ability to establish rapport and communicate successfully with service providers and community in order to build relationships and support collaboration with providers.

Effectively communicate with people of diverse cultural, ethnic and socioeconomic groups.

Compassionate personality with the ability to interview individuals to obtain information, assess client needs and provide appropriate information and referrals.

Demonstrate sensitivity/understanding in interpersonal relations with individuals.

Ability to maintain professional boundaries and confidentiality.

Demonstrate time management and organizational skills.

Ability to self-initiate, work independently and establish priorities with minimal supervision.

Ability to plan, prioritize and coordinate multiple projects.

Experience with technical writing and communication skills involving one-on-one contact, presentations and facilitating meetings; and proficiency in the use of Microsoft software for word processing, data analysis, data presentation, etc.

MINIMUM QUALIFICATIONS

Completed 120 undergraduate semester hours, including 60 semester hours in early childhood education, special education, child development, social work, human service, sociology, or a related field. In addition, 1 year equivalent to at least next lower grade level.

Two years' experience working with community groups, public, private and governmental agencies, preferably in the District.

Proficiency with Microsoft Word, PowerPoint, and Excel and basic database functions.

PREFERRED QUALIFICATIONS

Bilingual, English/Spanish.

Master's Degree in mental health, social work, public health or related field.

Strong analytical, problem solving and strategic thinking skills.

SUPERVISORY CONTROLS

Works under the supervision of the Help Me Grow Program Manager who shall outline assignments and priorities. The incumbent exercises considerable independent judgment in completing assignments. The incumbent consults with the Program Manager on matters having major office, administration, departmental or operational impact. Completed work is reviewed primarily based on the incumbents' demonstrated ability to plan, develop and deliver services of Help Me Grow.

GUIDELINES

Guidelines include the Department of Health Community Health Administration policies and directives, Federal and District government regulations and grant funding agencies policies and procedures. The incumbent must work within the criteria as related to services provided to children and families at the regional and local levels.

COMPLEXITY

Incumbent is required to work with early childhood stakeholders (including parents, caregivers and educators), health and community groups, and other government partners. Work is complicated by challenges, uncertainties and difficulty in planning, coordinating and organizing and implementation of programs; the citywide scope of efforts; competing interests, objectives, and programs; and by the large number of demands on limited resources.

SCOPE AND EFFECT

The purpose of Help Me Grow is to provide a comprehensive and integrated District-wide system designed to address the need for early identification of children at risk for developmental and/or behavioral problems, and link children and families to developmental and behavioral services and supports in the community. All activities are implemented to ensure that families with young children in the District of Columbia receive the services they need to be healthy and thrive in safe and supportive environments.

PERSONAL CONTACTS

Personal contacts include officials of the Federal and District Governments, co-workers, external organizations, as well as private sector representatives who interface with the Department on a variety of matters.

PURPOSE OF CONTACTS

The purpose of contacts is to plan and coordinate the development process of Help Me Grow, as well as to disseminate information related to the program. The incumbent must plan and coordinate outreach efforts with community partners. The incumbent must engage and enroll children and families in Help Me Grow.

PHYSICAL DEMANDS

The work involves sedentary activities and walking when attending meetings and engaging with the community. Items carried would generally include a briefcase, notebooks, calculators, etc.

WORK ENVIRONMENT

Work is performed primarily in an office setting, and at community-based service organizations. Incumbent may be required to travel out of town to attend conferences, seminars, meetings, etc.