



Job Description

Job Title: Community Liaison (Public Relations and Outreach)

Department: Healthy Start

Location: Gainesville, FL (Healthy Start of North Central Florida Coalition Service Area)

Employment Type: Full-Time

Salary: \$38,000 to \$40,000; plus benefits

Location: Gainesville, FL

Posting Closes: Friday, January 4, 2021

Apply: <https://tinyurl.com/WF1029>

Summary

This position is responsible for planning and conducting community outreach activities and relationship building efforts within North Central Florida to promote the Healthy Start of North Central Florida Coalition as the leader in evidence-based maternal and infant health.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Educate and provide promotional materials to community agencies and target populations regarding the Healthy Start program and other programs provided by the Healthy Start Coalition.
- Educate community agencies and target populations on the referral process for the Healthy Start program and other programs provided by the Healthy Start Coalition.
- Engage and partner with community agencies whose mission is to identify and bridge gaps for pregnant women and families with young children.
- Provide information and education to community agencies and partner agencies on maternal and child health priorities identified by the Coalition's Service Delivery Plan.
- Implement projects in the community based on maternal and child health priorities identified by the Coalition's Service Delivery Plan.
- Coordinate and facilitate community maternal-infant health events with partner agencies to provide education to pregnant women and their families.
- Participate in community events that address maternal and child health priorities identified by the Coalition's Service Delivery Plan.
- Participate in a variety of outreach events to promote awareness of programs and services offered by the Healthy Start Coalition.
- Represent the Healthy Start Coalition in community meetings to develop and maintain relationships and increase collaboration.
- Actively participate on taskforces/alliances to meet goals set forth in the Coalition's Service Delivery Plan.
- Research and identify effective marketing and outreach items for public awareness.

- Assist in the development and implementation of the Coalition's marketing/public awareness plan.
- Participate on the Public Awareness Committee meetings as the Coalition staff representative.
- Identify opportunities for additional funding and in-kind services to promote awareness of the Healthy Start program.
- Utilize key social media sites to increase engagement and sustain awareness about the Healthy Start Coalition's programs.
- Measure success of social media strategy through social media analytics.
- Work closely with Coalitions' Outreach Team.
- Attend coalition and agency meetings.
- Establish and maintain relationships with the Healthy Start Teams.
- Promote a positive image of the Healthy Start Coalition as the maternal and infant health leader in the local community through print and media outlets.
- Become certified Child Passenger Safety Technician.
- Become a Safe Sleep Ambassador.
- Serve as liaison for Safe Kids Coalition.

Education and/or Experience

Bachelor's degree from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.