



Job Description

Job Title: Community Liaison (North Central Healthy Start Coalition)

Department: Healthy Start

Location: Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Lafayette, Levy, Marion, Putnam, Suwannee, Union

Employment Type: Full-Time

Salary: \$47,000 - \$50,000; plus benefits

Posting Closes: Open until filled

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



JOB SUMMARY

The Community Liaison is responsible for increasing awareness of Healthy Start of North Central Florida (HSNCF), promoting Connect, the Coordinated Intake and Referral system, strengthening community partnerships, and increasing referrals to all home visiting and family support programs offered through the Coalition.

The Community Liaison serves as a representative of the Coalition throughout the service area and builds relationships with community-based organizations and other partners serving pregnant women, infants, fathers, and families with young children. The position coordinates community outreach and education, community events, social media and public awareness activities, and strategies to increase referrals and engagement across Coalition programs.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this position. The omission of an essential function does not preclude the management team from assigning duties not listed herein if such functions are a logical assignment to the position.

- Promote Connect to community-based organizations throughout the service area through outreach, education, presentations, and training.
- Educate community organizations and target populations about all home visiting and family support programs available through the Coalition, including program services, eligibility requirements, and referral processes.
- Develop and maintain relationships with community-based organizations and other partners serving pregnant women, infants, fathers, and families with young children to strengthen collaboration and increase referrals to Coalition programs.
- Develop and implement outreach strategies to increase awareness of the Coalition's home visiting and family support programs and generate appropriate referrals through Connect.
- Represent the Coalition at community meetings, task forces, workgroups, health fairs, and other community events that support maternal, infant, and family health priorities.
- Plan and coordinate community outreach and educational activities, including Healthy Start's Bump2Baby Expo, a maternal, infant, and fatherhood health and safety event for expectant families and families with infants up to 12 months of age.
- Create, schedule, and manage engaging social media content to promote Coalition home visiting and family support programs, maternal and infant health education, community resources, partnerships, and events.

- Research and recommend outreach strategies, marketing approaches, and promotional materials to increase awareness, visibility, and engagement across Coalition programs.
- Track outreach activities, community partnerships, social media engagement, and referral trends and use available data to evaluate effectiveness and identify opportunities to increase referrals.
- Assist in developing and maintaining interagency agreements and Memoranda of Understanding (MOUs) with community-based organizations.
- Maintain current knowledge of all home visiting and family support programs offered through the Coalition, maternal and infant health issues, community resources, and priorities identified in the Coalition's Service Delivery Plan.
- Collaborate with the Coalitions' Outreach Team and other internal staff to coordinate outreach activities, community messaging, and partnership development across programs.
- Participate in Florida Association of Healthy Start Coalitions (FAHSC) Liaison meetings and other statewide or regional meetings as assigned.
- Attend WellFlorida Council, Healthy Start Coalition, and other required meetings and events in Gainesville, Florida.
- Comply with all agency policies, program requirements, confidentiality standards, and supervisory guidance.
- Perform other duties as assigned that support the goals and objectives of the Coalition and WellFlorida Council.

KEY ATTRIBUTES AND CORE COMPETENCIES (i.e., Knowledge, Skills, and Abilities for an Employee to Be Successful)

- Knowledge of maternal and child health programs, home visiting services, Connect, and community resources.
- Strong interpersonal, relationship-building, and community engagement skills.
- Excellent verbal and written communication skills.
- Strong public speaking, presentation, and training skills.
- Ability to establish and maintain effective relationships with community organizations, families, and other stakeholders.
- Ability to develop and implement effective outreach and referral-development strategies.
- Proficiency with Microsoft Office, electronic data systems, and virtual meeting tools.
- Knowledge of social media platforms and experience developing engaging digital content.
- Ability to interpret basic social media, outreach, and referral data and use findings to improve strategies.
- Strong organizational, planning, and time-management skills.
- Ability to coordinate multiple events, projects, partnerships, and priorities simultaneously.
- Ability to work independently and collaboratively as part of a multidisciplinary team.

QUALIFICATIONS

Education and Experience

- Bachelor's degree from an accredited college or university in public health, social services, health education or a related field
- Associate degree with two years of maternal and child health or related experience
- Equivalent combination of education and experience

Driving Requirements

- Possess a valid Florida Driver's License (required)
- Must have a reliable vehicle
- Drive throughout assigned service area
- A safe driving record is required (Driver's License background check will be conducted prior to offer of employment and will be conducted annually for organizational insurance purposes)

Other Requirements

- An FDLE background check and Level II Background Check will be required and may be conducted annually or as required at such times that they are warranted and/or that external funders require such a check.
- HIPAA and confidentiality training will be conducted upon hiring.

WORKING CONDITIONS AND PHYSICAL DEMANDS

- Ability to stand, walk, bend, kneel, stretch, reach, and climb stairs for extended periods
- Ability to remain in a stationary position approximately 25% of the workday
- Ability to work in office, home-based, and virtual environments as required
- Ability to move within office settings to access files, equipment, and supplies
- Ability to consistently operate a computer and standard office equipment
- Ability to observe, assess, and focus on detailed information for extended periods
- Ability to read, interpret, and complete forms and documentation accurately
- Ability to lift and carry up to 50 pounds