



## COMMUNITY ENGAGEMENT SPECIALIST

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**Position Status:** Exempt  
**Reports To:** Community Engagement Director  
**Effective Date:** 09/05/2023  
**Revised Date:**  
**Job Level:** P2

### POSITION SUMMARY

Under limited supervision, this position:

1. Represents the Alliance and its programs, services, and operations to community stakeholders
2. Participates in community and member outreach activities and collaboration efforts
3. Supports community engagement and outreach program functions
4. Performs other duties as assigned.

### RESPONSIBILITIES

1. Represents the Alliance and its programs, services, and operations to community stakeholders, with duties including but not limited to:
  - Acting as the Community Engagement liaison and ambassador to external partners regarding Alliance programs, services, and operations
  - Building relationships with community stakeholders to foster engagement and encourage participation in Alliance programs in alignment with the Alliance's vision, mission, and values
  - Developing and conducting engaging presentations on various Alliance programs and benefits for a wide variety of external partners and stakeholders
  - Participating in assigned regional workgroups and committees and sharing insights, outcomes, and information learned with Alliance staff to inform programs, policies, and procedures
  - Providing feedback and insights gained through community engagement to department leadership in order to assist with the development of programs focused on addressing community needs
  - Representing the Alliance with local, state, and federal governmental and community agencies, as assigned
  - Making recommendations to department leadership regarding which Alliance departments should participate in community meetings and coordinating staff attendance at community meetings and events
  - Supporting the member engagement strategy and tactics within the Alliance's service area, including solicitation of member voice and feedback
  - Coordinating with the Communications Department to maintain alignment on monthly key messages, including flyers, brochures, and other plan documents
  - Coordinating and contributing to the development of external communication, including the community newsletter
  - Working with other Alliance departments to increase brand recognition and awareness of Alliance programs within the service areas
  - Developing program resources and materials that are easily understood by those without health plan expertise
  - Orienting Alliance staff to Community Engagement programs and activities

- Assisting with the development and distribution of member surveys and the review of survey results and working with the Community Engagement Program Manager to develop related training for Community Engagement Coordinators and volunteers
  - Staying informed about Community Engagement strategic objectives
  - Updating and maintaining work plans for Community Engagement activities
2. Participates in community and member outreach activities and collaboration efforts, with duties including but not limited to:
- Attending and representing the Alliance at member and community outreach events, such as health fairs, school and community-based agency events, networking meetings, focus groups, and townhalls, throughout the Alliance's service area
  - Providing information and education to community-based agencies, schools, faith-based organizations, county partners, and resource centers
  - Acting as a resource for members and encouraging participation in Alliance programs and benefits
  - Providing input regarding which events to attend based upon assessment of value and alignment with annual outreach priorities
  - Coordinating representation at outreach events within Alliance departments and maintaining all associated records
3. Supports community engagement and outreach program functions, with duties including but not limited to:
- Assisting with the training and mentoring of Community Engagement Coordinators
  - Providing support and guidance to Community Engagement Coordinators regarding new programs, projects, and initiatives
  - Assisting with special projects, including collecting and compiling information from a variety of sources, analyzing results, and preparing final recommendations for department leadership
  - Assisting with program development and coordination activities
  - Preparing presentation materials for department leadership
  - Preparing narrative and statistical written reports, oral reports, newsletter articles, and other program materials
  - Assisting with the development and revision of policies and procedures
  - Facilitating and coordinating virtual and in-person meetings, including meeting packet preparation and distribution
  - Preparing and submitting purchase orders and expense request forms for Community Engagement purchases
4. Performs other duties as assigned

## EDUCATION AND EXPERIENCE

- Bachelor's degree in Public Health, Community Health, Social Welfare, Communications or a related field and a minimum of three years of experience in a healthcare or social services setting that involved community outreach, performing partnership building with external stakeholders, and making presentations (four years of additional experience may substitute for the Bachelor's degree); or an equivalent combination of education and experience may be qualifying

## KNOWLEDGE, SKILLS, AND ABILITIES

- Bilingual English/Spanish or English/Hmong, required of some positions depending upon assignment
- Thorough knowledge of and proficiency in Windows-based PC system and Microsoft Word, Outlook, and PowerPoint
- Working knowledge of the principles and practices of community outreach and engagement strategies
- Working knowledge of the methods and techniques of effective outreach to underserved populations
- Working knowledge of research, analysis, and reporting methods
- Working knowledge of the principles and practices of customer service
- Some knowledge of the principles and practices of program and project management
- Some knowledge of Microsoft Excel
- Ability to assist with the development and implementation of projects, systems, programs, policies, and procedures
- Ability to develop and make presentations and adjust communication style to engage the audience in attendance in order to facilitate collaboration, understanding, and participation in Alliance programs
- Ability to work and communicate effectively with a diverse member community
- Ability to interpret, explain and apply processes, policies, and procedures
- Ability to define issues, gather and interpret data, define options, and make recommendations for action
- Ability to prepare written and oral reports, correspondence, newsletter articles, and other program documents
- Ability to compile community feedback, information, and data related to community engagement programs and activities and make recommendations for action
- Ability to demonstrate strong organizational skills and attention to detail
- Ability to manage information effectively and produce and maintain accurate records
- Ability to demonstrate flexibility, anticipate needs, be proactive, and demonstrate resourcefulness
- Ability to identify issues and problems in a timely manner and escalate to department leadership, as appropriate
- Ability to assist with training and mentoring Community Engagement Coordinators
- Ability to assist with the development of training materials and conduct training
- Ability to exercise tact and diplomacy and demonstrate strong customer service skills
- Ability to foster effective working relationships, build rapport, and collaborate effectively with individuals at all levels of an organization
- Ability to provide guidance to Alliance staff regarding member outreach and engagement activities
- Ability to apply sound judgment under pressure, understand scope of authority, and recognize situations requiring escalation to department leadership
- Ability to work independently with minimal supervision and as a member of a team
- Willingness to work various hours, including weekends and after normal business hours
- Willingness to travel to any of the Alliance's service area counties

## DESIRABLE QUALIFICATIONS

- Experience working in a managed care environment
- Certification as a Community Health Worker (CHW)
- Some knowledge of the healthcare industry, Medi-Cal, Medicaid, Medicare, and entitlement programs, and related regulations
- Some knowledge of program marketing techniques

## WORK ENVIRONMENT

- Ability to sit in front of and operate a video display terminal for extended periods of time
- Ability to bend, lift and carry objects of varying size weighing up to 25 pounds
- Ability to travel to different locations in the course of work

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*This position description, and all content, is representative only and not exhaustive of the tasks that an employee may be required to perform. Employees are additionally held responsible to the Employee Handbook, the Alliance Standard Knowledge, Skills and Abilities and the Alliance Code of Conduct. The Alliance reserves the right to revise this position description at any time.*