



Central Valley Health Network

December 2011

POSITION (Fresno Office):

*African American Campaign
Specialist (.50FTE)Part-Time*

RESPONSIBLE TO:

African American Campaign Coordinator

SUMMARY:

Under the supervision of the Central Valley Regional *Network for a Healthy California's (Network) African American Campaign* Coordinator, the *African American Campaign Specialist* will support the *African American Campaign* Coordinator in the implementation and evaluation activities to reach CalFresh eligible individuals and families in the Central Valley through education on healthy eating and daily physical activity utilizing educational materials and consumer empowerment initiatives, as well as through public relations.

EXPECTATIONS:

- Is a self-starter and needs minimum amount of direct supervision
- Pays close attention to detail
- Is committed to the mission of the organization
- Maintains good communications and relationships with members
- Ability to work evening and weekends required
- Will travel within seven Central Valley counties and other areas as needed with occasional overnight stays
- Listens to and respects others ideas
- Ability to work with a variety of audiences, including children and adults of different ethnic and socio-economic backgrounds.

DUTIES and RESPONSIBILITES

Under the close supervision of the *African American Campaign* Coordinator, assist with recruitment, training, and coordination of specified partners (professional and para-professional agency staff and volunteers) in the use and tracking of the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators (Toolbox)* activities with CalFresh eligible adults, and families in assigned program channels such as community based organizations, direct health service providers, faith based organizations, and retail.

Assist with the day to day responsibilities as well as provide community outreach through participation in festivals, trainings, food demonstrations, and other activities.

Assist in the maintenance of appropriate event records, surveys, evaluations, and assist in evaluation activities as identified in the Scope of Work.

Participate in the testing and delivery of survey tools, and collateral materials to support the *Campaign* and provide Progress report writing under the direction of the *African American Campaign Coordinator*.

Serves as an identified media spokesperson for the *Regional Network* and may coordinate communication efforts of the *campaign*, as required by the supervisor.

Assist *campaign* coordinators in scheduling activities for annual work plan within allowed budget, track, and evaluate activities.

Assist Program Coordinator in forming liaisons with and between other organizations to coordinate and integrate outreach efforts for the programs in the Central Valley Region.

Participate in Regional Teleconferences and additional meetings, trainings and/or conferences as requested.

Assist in identification and development of other potential program resources, such as grant opportunities and/or in-kind contributions of partnering agencies. Work closely with supervisors, program coordinators, regional partners and state staff to develop and promote sustainability and institutionalization of the program goals and activities in partnering agencies in assigned program channels.

Other related duties as assigned

MINIMUM REQUIREMENTS:

Education:

- HS Diploma or GED required.

Prior Experience:

- Work or volunteer experience in community education.
- Some exposure to, and familiarity with, nonprofit organizations

Skills:

- Excellent oral, written, interpersonal, and presentation skills
- Ability to work confidentially and with discretion
- Modern office practices and procedures including email; Intermediate to advanced computer skills including Microsoft Office
- Ability to plan independently, organize work, multi-task and meet deadlines
- Ability to organize and facilitate trainings
- Attention to detail and excellent follow-through on work tasks
- Flexibility to adapt to changes in environment

- Interpersonal skills using discernment, patience and courtesy
- Ability to collect data and compile reports

Physical Requirements:

- Role involves standing, walking, pushing, pulling, lifting, sitting, twisting, driving, and the ability to lift and carry 20 pounds

Certificates/ Licenses:

- Valid Driver's License and proof of auto insurance
- Reliable vehicle with ability to transport program material and supplies

How to Apply:

- Submit cover letter and resume to Vanessa Hines at: vhines@cvhnclinics.org