



JOB DESCRIPTION

TITLE: COMMUNITY OUTREACH ASSOCIATE
REPORTS TO: SR. PROGRAM MANAGER
STATUS: NON-EXEMPT Full-Time Pay: \$26.00/ Hour
LOCATION: Oakland, CA

OUR MISSION & VISION

The Brighter Beginnings mission to “*support healthy births and successful development of children by partnering with parents and helping to build strong communities*”, gains its strength and aspiration from our core belief and vision that, “*Every family matters, and every child deserves a happy, healthy future.*”

OUR HISTORY

Brighter Beginnings is a 501c3 nonprofit organization and has been responding to the needs of families in resource-poor neighborhoods since 1984 when our work began in response to the alarming differences in mortality and illness rates among African American babies compared to other children.

Brighter Beginnings has grown into a respected and well-connected organization with locations in Oakland, Richmond, Bay Point, and Antioch. We have a multi-cultural, bi-lingual staff of passionate and committed family-service professionals; in fact, many of our staff came to this work because of the challenges they faced in their own families.

JOB SUMMARY

Under the supervision of the Sr. Program Manager, the Community Outreach Coordinator performs community outreach activities for the Alameda County CalWORKs Home Visiting programs (Brighter Beginnings, Healthy Families America, Nurse Family Partnership). The Community Outreach Associate provides targeted outreach and resources targeting families receiving CalWORKs with children 3 years old and younger including pregnant women..

JOB QUALIFICATIONS AND EXPERIENCE

1. Four year degree preferred, but not required in Social Work, Psychology, Child Development, or some college with work experience.
2. Minimum required an AA or 12 ECE units with an Associate Teacher permit.
3. Two plus years of experience in social services program outreach or related work experience preferred.
4. Ability to work independently with a strong teamwork commitment.
5. Strong computer skills and familiarity with database entry.
6. Strong writing skills.

7. Good interpersonal, communication and organizational skills.
8. High ethical standards.
9. Valid driver's license, reliable vehicle and covered under car insurance.
10. Experience working with diverse populations.
11. Bilingual in Spanish preferred

ESSENTIAL DUTIES and RESPONSIBILITIES

1. Conducts outreach services at the local Social Services agencies to engage and provide resources to CalWORKs recipients 3 years and younger and pregnant women.
2. Represents Brighter Beginnings at outreach events such as, health fairs, schools and community based organization functions.
3. Follow up with clients to ensure connections with Alameda County Public Health Department and other local agencies.
4. Works with the Development team and Sr. Program Manager to use social media and to create resources for recruiting and engaging clients.
5. Serves as a client advocate; assists women and families with wraparound services. Follows up on referrals to address unmet family needs.
6. Identifies and serves as primary liaison to Social Services agencies for the CalWORKs Program.
7. Provides formal and informal presentations to SSA staff as requested with other Brighter Beginnings support staff.
8. Coordinates and collaborates with community agencies to assure connection of services for clients.
9. Assist with providing accurate, evidence-based early childhood education and information to families when representing Brighter Beginnings.
10. Participates in professional development activities and program specific training as indicated by manager and/or supervisor .
11. Participates in regular reflective and administrative supervision meetings with manager or supervisor.
12. Conducts programmatic charting and documentation; completes program reports; and maintains documentation and statistics regarding outreach efforts.
13. Has the ability to lift up to 25 pounds during health education efforts, community events and distributing materials.
14. Has the ability to stand and sit for long periods of time while performing outreach.
15. Available for occasional work after hours and weekends.
16. The position includes home visiting.
17. Performs other duties as required.

SPECIAL ADA REQUIREMENTS

Brighter Beginnings is in full compliance with the Americans with Disabilities Act (ADA) and does not discriminate with regard to applicants or employees with disabilities, and will make reasonable accommodation when necessary.

1. For the purposes of ADA, the “Responsibilities” and “Qualifications” are essential job functions.
2. Work is normally performed in a typical interior/work environment, with typical office noise and other disruption.
3. Limited physical effort is required.
4. Both standing and sitting are required, with most of the job time spent sitting. Approximately three-quarters of the time is spent using a computer keyboard.
5. Various types of equipment/supplies are used to accomplish the job requirements and include, but are not limited to, pens, pencils, calculators, computer keyboards, telephone, printers, etc.
6. Required to drive to other work sites for meetings, conferences, etc.
7. Covid vaccine and booster required.