

REACH CNY, Inc.
POSITION DESCRIPTION
HEALTH EDUCATION SPECIALIST (8/2011)

The Health Education Specialist provides expertise in planning and implementing training and educational programming and serves as a resource to other staff members, to carry out the mission of the organization. The Health Educator is supervised by the Perinatal Program Director.

Classification: Full-time, Exempt

Duties and Responsibilities:

Develops curricula and facilitates/co-facilitates provider and consumer training on a variety of maternal-child health topics;

Assists with writing and gathering articles for the newsletters and other publications;

Designs and implements maternal-child health media placements, involving the promotion of early prenatal care, healthy habits, etc;

Collaborates with other staff to design, develop and maintain the agency website;

Provides expertise in media literacy, health literacy, social marketing, and other outreach techniques to support the programming of the agency;

Works with in-house staff and collaborating agencies to assess the maternal-child and adolescent health education needs of the community and implement evidence-based programs to address the needs;

Assists with the health education resources of the agency, recommending purchase of health education materials and assisting with evaluation of the use of resources;

Develops outreach methods and materials to promote healthy behaviors and engage adolescents, pregnant women, young children, and families, into needed services and assist staff in materials development as requested;

Works collaboratively with supervisor, and other staff, to outreach and establish working relationships with other health and human service agencies, medical providers, and birthing hospitals.

Represents the organization on health-related community coalitions and collaborations, as assigned;

Works collaboratively with other staff to determine appropriate outcome measures and evaluation tools for the services and activities of the organization;

Works as a team with other staff on preparation of grant proposals and other funding requests;

Prepares and submits monthly or quarterly reports, as appropriate, relating to his/her programming activities;

Performs other duties as requested.

Qualifications:

Master's degree preferred in health education, health science, public health, nursing, teaching, or other health-related field and two years professional work experience, OR Bachelors degree and five years work experience.

Highly effective oral and written communication skills.

Knowledge of maternal-child health issues.

Knowledge of research and proven effective outreach and education methods.

Experience in preparing and evaluating health education materials (pamphlets, posters, PowerPoint presentations, newsletters, and media educational materials, such as public service announcements).

Ability to relate to a wide variety of individuals.

Strong computer skills including word processing and basic graphic design.

Experience in preparing and evaluating educational workshops and presentations to diverse audiences.

Bilingual Spanish/English skills a plus.

Other Conditions of Employment:

Must have access to transportation necessary to fulfill program needs.

Must have schedule flexibility to include occasional early morning, evening, weekend, or overnight meetings/activities.

Please send resume and cover letter.