



Position: Outreach Coordinator	Status: Non-Exempt
Reports to: Community Health Program Manager	Date: September 2024

Background

The vision of Greater Newark Health Care Coalition (GNHCC) is for all residents of Newark, East Orange, and Irvington to have a fair and just opportunity to attain their highest level of health. GNHCC is also one of four not-for-profit regional health hubs (RHHs) in New Jersey working with both clinical and social service providers to improve patient care and outcomes for Medicaid beneficiaries. In furtherance of this vision, and role as an RHH, GNHCC plays four key roles: convenes community stakeholders, collects and analyzes data, pilots programs, and advances advocacy and policy. GNHCC plays these roles in three areas of work: maternal & infant health, child & adolescent health, and regional community health.

The Project

The New Jersey Division of Medical Assistance & Health Services (DMAHS) is implementing a new housing supports services program that will be offered exclusively through managed care.

The program seeks to:

- Provide access to housing supports services that help homeless and other housing insecure members find homes and remain in homes, thereby improving their health outcomes.
- Drive greater connection of the housing and health care ecosystems to better delivery of whole-person care for vulnerable members.

The Greater Newark Health Care Coalition along with New Jersey's three (3) other regional health hubs have partnered with DMAHS to build readiness among managed care organizations, housing organizations, and other community-based organizations and to educate the public about this new program. GNHCC will conduct activities in Essex, Hudson and Union Counties.

Position Summary

The role of the Outreach Coordinator is to implement the marketing strategy for programs intended to assist unhoused and housing unstable individuals to achieve housing stability. Outreach Coordinators are responsible for organizing outreach activities to promote the program's services and engaging with both prospective clients and community partners. The role focuses on outreach, communication, and marketing efforts to ensure that individuals and families in need are aware of and can easily access housing supports. The Outreach Coordinator also works to build awareness among community organizations and other stakeholders to expand the reach and impact of the program. This position is grant-funded for nine (9) months.

Principal Responsibilities:

- Collaborate with GNHCC staff to develop and implement marketing campaigns that promote housing support services.
- Maintain an up-to-date database of community partners, clients, and other key stakeholders.
- Build relationships with local community-based organizations, social service agencies, clinical providers and housing providers to increase uptake of housing supports program.
- Organize and conduct presentations, workshops, and information sessions in the community to increase awareness of housing supports.
- Schedule and conduct interviews with DMAHS members to understand member needs.

- Develop marketing materials such as brochures, flyers, and digital content that effectively communicate the program's services.
- Identify and outreach target audiences, including at-risk individuals, families, and community-based organizations, and tailor marketing messages accordingly.
- Track marketing metrics, including the number of clients and community-based organizations reached through various outreach efforts, and the effectiveness of different marketing strategies.
- Provide regular reports to the Community Health Program Manager on marketing and outreach activities, including successes, challenges, and recommendations for improvement.
- Represent housing supports program at community events, health fairs, and networking opportunities to engage with potential clients and partners.
- Provide regular reports to the Community Health Program Manager on outreach activities, including successes, challenges, and recommendations for improvement.
- Work closely with program staff to ensure a smooth referral process from marketing outreach to enrollment in housing supports.
- Provide feedback from clients and the community to the program team to improve services and outreach efforts.
- Prepare reports and documents as needed or requested
- Attend regular team meetings with GNHCC staff as required
- Attend ongoing training and professional development as required
- Adhere to GNHCC policy and procedures in professional development and conduct
- Other duties as assigned

Knowledge, Skills, and Abilities

- Demonstrated ability to communicate and drive outcomes across professional disciplines, organizations and clinical settings, especially on behalf of socially vulnerable populations.
- Ability to build and maintain relationships with diverse community partners and stakeholders.
- Competence in English and one other language spoken in the service area: Spanish, Haitian Creole, or Portuguese preferred.
- Exceptional organizational and interpersonal skills, with attention to detail required; strong oral/written communication skills are a must along with strong command of Microsoft Office.
- Ability to work collaboratively in a team and manage multiple priorities, utilize effective time management skills, and exercise sound administrative and clinical judgment.
- Demonstrated ability to work well with people of various ages, backgrounds, ethnicities, and life experiences.
- Ability to work well and maintain professionalism under times of stress and pressure.
- Ability to travel to multiple locations; valid driver's license and automobile that is insured.
- Ability to work non-traditional hours if needed based on operational needs and to meet the needs of the community.

Job Competencies & Minimum Qualifications:

- Bachelor's degree; or a combination of education and experience
- 2 years of experience in marketing or community outreach, preferably in the non-profit or social services sector
- Strong writing and communication skills, with the ability to create compelling marketing materials and outreach campaigns.
- Experience using social media, email marketing platforms, and other digital marketing tools.

- Familiarity with the geographic area and the population to be served including high need Medicaid eligible populations and unhoused/housing unstable populations
- Knowledge of cultural and lifestyle diversity issues with ability to network with a specific population
- Excellent verbal and written communication skills
- Strong organizational and interpersonal skills
- Ability to work flexible hours, including some occasional evening and weekend hours
- Valid driver's license and reliable transportation required

Working Conditions/Physical Demand: Various community settings throughout Essex, Union and Hudson Counties; able to drive a car; use a laptop, cell phone, other office machines such as fax, copy, and scanner; able to occasionally lift 20-25 pounds.

To apply, please send a cover letter, resume and three references to admin@greaternewarkhcc.org. Please include "Outreach Coordinator" in the subject line.