

Job Family	Patient Support Services	Job Summary	Works with internal and external audiences to build awareness and preference for hospital and its services and / or programs, while improving the health of the community. Leads the planning of special events geared to improve health, increase referrals and promote hospital services / programs. Prepares education and marketing materials to support outreach efforts. Documents results of outreach to demonstrate effectiveness at changing health behaviors, enhancing consumer image of hospital and / or increasing utilization of hospitals services or program participation.
Job Function	Community Health Outreach		
Category	Professional		

Job Level	Entry	Intermediate	Experienced	Advanced	Expert
Job Title		Community Health Outreach Prof1 2	Community Health Outreach Prof1 3	Community Health Outreach Prof1 4	
Job Code		5122	5121	5120	
Tracking Code		A2052	A2053	A2054	
Per. Program	PSS	PSS	PSS	PSS	MSP
FLSA	Non-Exempt	Non-Exempt	Exempt	Exempt	Exempt
Generic Scope	Entry-level professional with limited prior experience; learns to use professional concepts to resolve problems of limited scope and complexity; works on assignments that are initially routine in nature, requiring limited judgment and decision making. Employees at this level are expected to acquire the skills and knowledge to perform more advanced work following an agreed upon time in position, through defined training and development planning.	Professional who applies acquired job skills, policies, and procedures to complete substantive assignments / projects / tasks of moderate scope and complexity; exercises judgment within defined guidelines and practices to determine appropriate action.	Experienced professional who knows how to apply theory and put it into practice with in-depth understanding of the professional field; independently performs the full range of responsibilities within the function; possesses broad job knowledge; analyzes problems / issues of diverse scope and determines solutions.	Technical leader with a high degree of knowledge in the overall field and recognized expertise in specific areas; problem-solving frequently requires analysis of unique issues / problems without precedent and / or structure. May manage programs that include formulating strategies and administering policies, processes, and resources; functions with a high degree of autonomy.	Recognized organization-wide expert. Has significant impact and influence on organizational policy and program development. Regularly leads projects of critical importance to the organization; these projects carry substantial consequences of success or failure. Directs programs with organization-wide impact (or may have impact beyond the University) that include formulating strategies and administering policies, processes, and resources. Significant barriers to entry exist at this level.
Custom Scope		Uses professional development concepts in the completion of community health outreach activities for hospital services / programs. Applies content knowledge to promote services in the community. Performs program support duties such as identifying and meeting with community partners, drafting program education materials, organizing events, maintaining program database, etc.	Uses skills as a seasoned, experienced development coordinator to perform full range of outreach activities, including establishing and maintaining relationships with community organizations, developing and implementing promotional strategies and educational materials to promote awareness within the health care community and the general public. Has a full understanding of industry practices and resolves a wide range of issues.	Uses advanced development concepts to create, develop, implement and manage comprehensive outreach strategies and plans, including short and long-range program planning. Responsibilities include comprehensive promotion, marketing and educational activities. Projects are typically complex and require a high degree of expertise. Exercises judgment in selecting methods, techniques and evaluation criteria for obtaining results. Resolves unique and complex issues among others.	

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Key Resp 01		Develops and applies detailed knowledge of program to increase referrals and utilization of services with assigned organizations.	Identifies key contacts within assigned organizations and establishes effective working relationships with administration and / or clinical staff.	Responsible for specialized community / hospital outreach. Identifies key contacts and establishes effective working relationships with administration and clinical staff.	
Key Resp 02		Implements strategies for creating community collaborations and meets with potential collaborators.	Develops and implement marketing strategies to enhance referrals. Identifies barriers to referral practices at assigned hospitals / organizations.	Develops and implements marketing strategies to enhance referrals. Identifies barriers to referral practices at hospitals and organizations.	
Key Resp 03		Establishes and cultivates community partner relationships through ongoing, proactive communication.	Conducts frequent on-site visits and collaborates with key staff on policy and process development to maximize referrals.	Conducts frequent on-site visits and collaborates with key staff on policy and process development to maximize referrals.	
Key Resp 04		Tracks program referrals, contacts and meeting outcomes. Analyzes collected data to identify trends and provides statistical reports.	Maintains accurate record of contacts, meetings and educational activities. Analyzes referral patterns for trends identifying areas for improvement.	Maintains accurate records of contacts, meetings, and educational activities. Ensures program data analysis meets objectives and national benchmarks.	
Key Resp 05		Develops presentations, community education and promotional materials.	Develops and presents evidence-based education plans to administrators and / or clinical providers.	Responsible for specialized / clinical curriculum development and staff training. Ensures education materials meet program objectives.	
Key Resp 06		Coordinates activities and events with private and public agencies, community and advocacy groups and clinical service organizations.	Provides onsite follow-up and education for referrals. Engages in follow-up subsequent to program participation.	Develops, implements and monitors program marketing and social media outreach.	
Key Resp 07		Participates in the development and evaluation of program services. Ensures integration of new and enhanced services.	Applies best practices to assigned hospitals / organizations. Collaborates on projects and activities.	Applies best practices to program outreach efforts. Leads projects and program activities.	
Key Resp 08		Reports on program performance. Develops and implement ideas for improved outreach and services.	Stays current on outreach / program development best practices and relevant rules and regulations.	Ensures program goals and objectives align with organizational strategic plan. Leads program staff to achieve goals.	
Key Resp 09		Prescreens clients for program admission, coordinates intake evaluations. May obtain patient authorizations and coordinate billing.	Participates in relevant professional organizations and represents program at professional conferences.	Participates in relevant professional organizations and represents program at professional conferences.	

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Key Resp 10				Precepts staff, provides consultation and expertise in specialized areas.	
Key Resp 11					
Key Resp 12					
Key Resp 13					
Key Resp 14					
Key Resp 15					
Education 1		Bachelor's degree in related area and / or equivalent experience / training.	Bachelor's degree in related area and / or equivalent experience / training.	Bachelor's degree in related area and / or equivalent experience / training.	
Education 2					
Education 3					
Education 4					
License 1					
License 2					
License 3					
License 4					
Cert 1					
Cert 2					
Cert 3					
Cert 4					
Spec Cond 1					
Spec Cond 2					
Spec Cond 3					
Spec Cond 4					
KSA 01		Solid organizational, planning and time management skills.	Strong organizational, planning and time management skills. Ability to prioritize and manage multiple projects simultaneously.	Advanced organizational, planning and time management skills. Ability to prioritize and manage multiple projects simultaneously.	
KSA 02		Solid written, verbal and interpersonal communication skills.	Advanced written, verbal and interpersonal communication skills.	Advanced written, verbal and interpersonal communication skills.	

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KSA 03		Ability to identify and cultivate potential partnerships with professional organizations.	Thorough knowledge of outreach and marketing strategies relevant to program.	Ability to develop successful marketing strategies based on advanced knowledge of program / field.	
KSA 04		Knowledge of health or social services and outreach practices.	Thorough knowledge of outreach best practices.	Advanced knowledge of outreach best practices.	
KSA 05		Ability to work collaboratively, secure cooperation and facilitate partnerships.	Advanced ability to work collaboratively with leaders, physicians, clinical and support staff.	Advanced ability to work collaboratively with leaders, physicians, clinical and support staff.	
KSA 06		Solid analytical and problem solving skills.	Excellent analytical and problem-solving skills.	Advanced analytical and problem-solving skills.	
KSA 07		Ability to analyze data and develop reports.	Ability to analyze data and report findings.	Advanced ability to analyze data and report findings.	
KSA 08		Ability to develop and produce program flyers, brochures and presentations.	Ability to conduct research and produce advanced educational materials.	Ability to conduct research and produce advanced educational materials.	
KSA 09		Ability to deliver educational presentations to diverse groups.	Ability to develop and lead educational sessions with diverse clinical groups.	Ability to develop and lead educational sessions with diverse clinical and / or specialized groups.	
KSA 10		Ability to deal with confidential matters with tact and diplomacy.	Ability to deal with confidential matters with tact and diplomacy.	Ability to deal with confidential matters with tact and diplomacy.	
KSA 11		Solid Knowledge of Microsoft Windows software.	Thorough knowledge of Microsoft Windows software.	Advanced knowledge of Microsoft Windows software.	
KSA 12				Skill and ability to act as staff preceptor / trainer and consultant.	
KSA 13					
KSA 14					
KSA 15					
Environment		Health care (hospital, clinical, classroom setting) or similar environment as the role requires.	Health care (hospital, clinical, classroom setting) or similar environment as the role requires.	Health care (hospital, clinical, classroom setting) or similar environment as the role requires.	
Career Path 1		Community Health Outreach Prof1 3	Community Health Outreach Prof1 4	Community Health Outreach Supervisor 2	
Career Path 2					
Career Path 3					
Career Path 4					
Career Path 5					

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Career Path 6					