

POSITION DESCRIPTION

Job Title: Outreach Coordinator

General Description:

As part of Maine Quality Counts' (QC) organizational commitment to meaningfully engage consumers in transforming care and to build patient-provider partnerships, in 2015 QC launched a multi-stakeholder effort to spread the Choosing Wisely (CW) initiative developed by the American Board of Internal Medicine (ABIM) Foundation.

As part of the ongoing initiative, QC has an opening for the new and exciting position of Outreach Coordinator. The Outreach Coordinator will have an interest in health education, public health, community outreach, and social marketing. The primary responsibility will be building relationships within the community to achieve the overall goal of Choosing Wisely, as well as to assist in creating and developing strategies for the initiative that seeks to reduce unnecessary use of tests and treatments to achieve a 20% utilization reduction for three high priority areas of utilization.

The Outreach Coordinator will focus efforts in the Bath/Brunswick (Mid-Coast) region to integrate Choosing Wisely throughout the community. This position is funded through March 2018.

Accountability: Reports to the Project Manager for Consumer and Community Engagement.

Rate of Pay: This is a part-time (24-29 hours/week), hourly position.

MINIMUM KNOWLEDGE, SKILLS AND ABILITIES/TASKS REQUIRED:

- Associates degree in related field or equivalent certifications. Experience in lieu of education will be considered.
- 3+ years' experience with health related issues, including public health messaging
- 3+ years' experience working with community groups/coalitions/projects to affect social and population health.
- Ability to identify and contact community-based organizations (i.e. public health organizations, community organizations, faith-based organization, libraries, employers, educators, retail outlets, etc.)
- Ability to identify channels for communicating Choosing Wisely messaging and disseminating Choosing Wisely materials.
- Ability to identify opportunities for making formal presentations within the community.

- Demonstrated ability to influence others to work together in support of the Choosing Wisely initiative.
- Experience with social media channels and messaging.
- Excellent written and verbal communication skills; public speaking experience preferred.
- Ability to work with community partners to integrate Choosing Wisely throughout the mid-coast area.
- Ability to develop and write content as needed for various social media channels.
- High level of organization, attention to detail, and the ability to work independently to prioritize tasks.
- Commitment to QC's mission and strategic priorities.

Physical Demands: The ability to sit, write, operate a computer and printer, fax machine, photocopier, and use telephone communication devices. Must be able to transport him/herself to external meetings. Must be able to do light lifting (up to 20 pounds).

Work Environment: The primary location of this position is in a home-based office environment. However, the responsibilities will require traveling throughout the Mid-coast region and to Quality Counts facilities, meetings, conferences, trainings, etc., that require an individual to be in various public places. Note: Maine Quality Counts has a fragrance-free policy consistent with many other healthcare settings.

Maine Quality Counts is an equal opportunity employer and all qualified applicants shall receive consideration for employment without regard to race, color, religious creed, sex, national origin, ancestry, age, physical or mental disability, or sexual orientation.