

WEST VIRGINIA WIC OUTREACH LIAISON JOB DESCRIPTION

Adopted on 1.24.2024

Overview

The WIC Outreach Liaison is responsible for executing professional work at the regional level. The role involves planning, organizing, promoting, and implementing outreach programs and strategies aimed at attracting eligible WIC participants, working under the guidance and consultation of the Local Agency Director and the State Outreach Coordinator. The liaison, in cooperation with the State Agency, is responsible for implementing the Local Agency operations to meet federal regulations 7 CFR §246.4 (a)(7) and 7 CFR §246.4 (8). This includes 1) informing eligible persons of the availability of Program benefits, including the eligibility criteria for participation, the location of local clinics operating the Program with emphasis on reaching and enrolling eligible women in the early months of pregnancy and migrant workers, 2) information shall be distributed to offices and organizations that deal with significant numbers of potentially eligible persons, including health and medical organizations, hospitals and clinics, welfare and unemployment offices, social service agencies, farmworker organizations, Indian tribal organizations, organizations and agencies serving homeless individuals, and religious and community organizations in low-income areas, and 3) coordinating program operations with other services or programs.

Examples of Work

- o Plan and initiate activities to enhance community recognition, enrollment, and utilization of the WIC program using community organization methods, and innovative outreach models.
- o Provide or coordinate direct outreach to targeted populations.
- o Explain agency regulations and procedures regarding program benefits, including eligibility criteria for participation in the program, with an emphasis on reaching and enrolling eligible populations.
- o Collaborate with professional and lay community groups working in the areas of women and children's health to ensure the inclusion of WIC in health and community projects.
- o Conduct educational meetings for groups and organizations to establish relationships and communicate WIC information and program awareness.
- o Utilize instructional resources, marketing materials, social marketing materials and mass communication approved by the State Agency.
- o Engage in grassroots marketing strategies to create awareness about WIC by leveraging personal connections, local influencers and community networks serving potentially eligible populations.

Roles and Responsibilities

- o Develop and maintain partnerships to expand the reach of the WIC program.
- o Mobilize community partnerships between policymakers, health care providers, families, the general public, and others to identify and solve access as well as continued participation in WIC services.

- o Plan, organize and host events, including media and press invitations, for targeted

audiences to promote WIC program awareness.

- o Engage in public speaking and presentations, as well as develop public service announcements, social media posts, and videos, to communicate WIC information and benefits.
- o Coordinate staff for events and provide direct outreach to specific target populations.
- o Contribute to the production of MARWIC Times newsletter and other promotional materials
- o Be knowledgeable about WIC clinic services, eligibility, policies, procedures, and processes.
- o Be available after hours and on some weekends as needed.
- o Travel to reach targeted communities and partners.
- o Submit media materials, press announcements and any other locally developed materials that will be viewed by the public to State Outreach Coordinator in timely manner for approval.
- o Prepare and analyze data for monthly, mid-year, and annual outreach reports to track progress towards defined goals.
- o Participate in the development of and submit an Annual Outreach Plan with goals, clearly defined activities, measurable objectives, and implementation action plan.
- o Ensure Local Agency Administrator is informed of quarterly outreach needs to assist in staffing and scheduling (i.e. adequate notification of events, presentations, and appointments)

Skill Sets

- o Strong organizational skills.
- o Effective communication skills, both oral and written.
- o Ability to be internally motivated, flexible, and adaptable.
- o Knowledge of the social and economic landscape in the assigned geographic area.
- o Ability to learn the procedures, rules, and methods of the WIC Outreach Program.
- o Accurate reporting and recording skills.
- o Ability to promote services and encourage client enrollment and participation.
- o Strong interpersonal skills and the ability to work with people.
- o Willingness to accept and utilize supervision.
- o Ability to meet deadlines and adapt to a changing environment.

Other Attributes

- o Nonjudgmental and open minded.
- o Creative.
- o Outgoing and supportive.
- o Collaborative and solution oriented.
- o Compassionate and empathic.
- o Team player with an energetic and positive attitude.

Requirements and Abilities

- o Valid driver's license
- o Ability to lift 15 pounds

Graduation from an accredited four-year college or university with a baccalaureate degree in community health education; public health education; health education; public health; health science; education with a major in health, physical or biological science; counseling; communication; education, criminal justice, or a related field.

Substitute Qualifications

Full-time or equivalent part-time paid experience in paraprofessional or responsible work at a level consistent with the work performed by an outreach coordinator and which required the application of state and federal laws and/or guidelines, may be substituted for the required training on a year-for-year basis.