



Job Title:	Community Alignment Specialist
CCFH Program:	Family Connects Durham
Location:	Durham, NC
Position Type:	Full-Time (100%)

JOB DESCRIPTION

Reports to: Director of Early Childhood Prevention Programs

Occupational Summary:

The Family Connects Durham program is a universal program offered to all families with newborns in Durham County. Family Connects supports new parents in caring for their newborn(s), offers physical assessments of the mother and the baby, addresses questions about caring for the newborn(s), identifies parents’ needs, and helps to identify community services or resources that can meet those needs. In addition, through this connection to resources, Family Connects helps to identify gaps in critical community-wide resources with the goal of working toward increasing needed services locally. The Community Alignment Specialist will manage, coordinate, and participate in the development of community resources in partnership with both public and private agencies within the community, and oversee the development and implementation of a marketing plan for the program. This position is responsible for coordinating partnerships with civic, community, health, and human services partners to engage programs, services, and supports designed to meet the needs of families with newborn children. The Community Alignment Specialist will establish and maintain communication between community resources, physicians, nursing personnel, and other health care and community professionals regarding program objectives, policies, and procedures. In addition, s/he will lead the Family Connects Durham marketing and public relations efforts. Finally, the Community Alignment Specialist will solicit feedback from home visitors and supervisors regarding unmet needs in the community and, with the team and community partners, will plan for closing those gaps as possible.

Work Performed:

1. Establish and maintain relationships, partnerships, and coalitions with community resources and services that provide support to families in a timely and appropriate manner as referred by Family Connects Durham nurses and that participate in the community system of care for young children and their families.
2. Identify resources, establish relationships with providers, maintain an updated list of resources utilizing the program database, and identify gaps in needed community resources so that the broader community can be induced to grow these resources over time.
3. Attend nurse case conference meeting to provide individual-case consultation about community resources to support nurse home visitors as they connect families with community resources, as needed.
4. Support and monitor the Post Visit Connection process (i.e., phone calls made to families one month after their nurse visit), to identify unmet community resource needs and problem solve solutions for the community.
5. Market the program by communicating with referral sources (e.g., obstetric-gynecologic practitioners, hospitals, pediatricians), communicating with groups that interact with families (e.g., employers, newspapers, churches, child care agencies, the public), and soliciting support from community leaders.
6. Increase the array of options for pregnant women and new mothers to know about and to sign up for a Family Connects home visit by working with health providers and other organizations about referrals to and support for the program.
7. Participate in relevant local and/or regional committees and task forces to communicate and collaborate re: community early childhood and perinatal needs.
8. Assist the program’s development and sustainability by working with the leadership team to identify and apply



for grants and other funding opportunities.

9. In coordination with two other Durham programs (the Diaper Bank of North Carolina and CCFH's Healthy Families Durham program), organize a joint community advisory board to assist in coordinating services within the early childhood system of care.
10. Compile and maintain records, reports, and documentation of program activities regarding community relations for use in program evaluation.

Required Qualifications at This Level

Education/Training and Experience:

Master's degree in a related field (e.g., public health, psychology, social work, nursing, communications, marketing), or Bachelor's degree with additional related experience. Work requires progressive experience in human services in the public sector, including skill in interacting with human service providers and agency leaders and an understanding of the role of evaluation in social services. A combined five years of experience in a related field is desired.

Skills:

1. Ability to communicate clearly and professionally with a range of community stakeholders.
2. Understanding of and experience in communication, marketing, and public relations, as well as professional oral and written experience (e.g., public speaking, grant writing).
3. Leadership skills and a willingness to take initiative and be proactive.
4. Ability to work independently, as well as in teams.
5. Ability to accept personal differences, establish trusting relationships, and work with culturally diverse populations.
6. Experience with Microsoft Office software (e.g., Word, Excel, PowerPoint, Outlook) and social media platforms (e.g., Facebook, Twitter) required.

The above statements describe the general nature and level of work being performed by individuals assigned to this classification. This list is not intended to be an exhaustive list of all responsibilities and duties required of personnel so classified.

Physical Requirements:

- Primary responsibilities are performed in an office setting in a seated position.
- Regular kneeling, bending in order to file charts and handle supplies.
- Ability to exert physical effort in light to moderate work including lifting and carrying of supplies and charts and other materials weighing up to 20 pounds may be encountered in performing essential functions.

Must have own vehicle for community meetings and maintain a valid driver's license and insurance coverage.

CCFH is committed to building a culturally diverse team. We strongly encourage minority candidates to apply.

APPLICATION INFORMATION

Please email resume and letter of interest to the attention of: Arladean Arnson at Arladean.Arnson@duke.edu (subject line: Community Alignment Specialist Position).

Letter of interest should be addressed to: Karen Appleyard Carmody, PhD, Center for Child & Family Health, 1121 W. Chapel Hill St., Suite 100, Durham, NC 27701

For additional information on CCFH and Family Connects Durham program, go to: www.ccfhnc.org