

EAST TEXAS COMMUNITY HEALTH SERVICES, INC.
(ETCHSI) JOB DESCRIPTION
Position Title: Outreach Specialist
Reports To: Deputy Director

JOB SUMMARY: The Outreach Specialist will engage directly with the community to improve healthcare access through providing community outreach, performing community education, and promoting advocacy efforts on behalf of East Texas Community Health Services. They will assist with building partnerships and stakeholder engagement. They will assist with identifying community needs and the development of wellness programs and initiatives, as well as ensure affective execution of outreach events, to further our Mission, Vision, and Values. Given these activities often occur during non-traditional business hours, reliable transportation and the ability to have a flexible work schedule is required.

ESSENTIAL FUNCTIONS:

1. Community Outreach:

- Conduct outreach activities such as health fairs, nutrition workshops, immunization clinics, health awareness campaigns, mobile health clinics, and community presentations.
- Distribute informational materials about services and community resources.
- Foster relationships with local organizations to enhance community engagement.

2. Event Logistics and Coordination:

- Collaborate with outreach staff to plan, set up, and attend outreach events.
- Ensures smooth execution and alignment with community needs, and that all event components are addressed.

3. Education and Advocacy:

- Educate the community about healthcare and wellness, promoting healthy lifestyles.
- Assist with the development of new health education materials or the enhancement of current health educational materials for outreach and advocacy events.
- Assist with the implementation of Advocacy policies, procedures, and programs to address identified needs of the organization.

4. Data Collection and Reporting:

- Use of data collection, analysis and distribution tools (Electronic Health Records (EHRs), Excel, Google Docs, Survey Monkey, etc.).
- Collect data and maintain detailed records from outreach, advocacy and education activities.

5. Social Media

- Use of social media platforms (Facebook, Instagram, etc.).
- Assist with the development of social media strategies and campaigns.
- Engage with the organization's social media audience.
- Connect with potential patients, partners, and stakeholders.
- Assist with increasing the organization's visibility.
- Assist with content creation and content optimization.
- Assist with promoting events and news.

6. All Other Duties as Assigned

GENERAL ENTITY EXPECTATIONS OF STAFF MEMBERS:

1. Maintains confidentiality of patients and provides services in a professional manner.
2. Exhibits and promotes positive relationships by showing consideration and respect for patients, visitors, and other ETCHSI personnel along with being cheerful, courteous and responsive.
3. Maintains professional and neat appearance with regular hygienic habits to prevent work place offensiveness.
4. Exhibits cleanliness and orderliness in personal and work habits.
5. Follows appropriate chain of command.
6. Is responsible for personal growth and professional development. Identifies and meets educational needs for self.
7. Is receptive to guidance and constructive criticism.
8. Attends ETCHSI educational programs and required trainings.
9. Attends and participates in staff meetings.
10. Demonstrates a willingness to participate and follow through with special projects and committees.
11. Abides by ETCHSI attendance policy and established procedures for notification in case of absence.
12. Takes initiative in resolving problems and conflicts.
13. Assists in maintaining a safe, secure and aseptic environment for all patients and employees.
14. Adheres to regulatory agency requirements with respect to infectious disease and hazardous materials.
15. Is familiar with and abides by OSHA Standards, Hazardous Materials, Universal Precautions, use of personal protective equipment, Evacuation, Fire, Disaster, and Safety Plans.
16. Uses appropriate body mechanics and follows safety procedures.
17. Obtains annual TB test and attends Safety Recertification annually.
18. Completes Incident Reports within 24 hours of incident and turns them in to the Safety Officer.

EDUCATION: High School diploma required. Associates degree or Bachelor's degree highly preferred.

EXPERIENCE: 1 year of experience in a Healthcare, Community Engagement, and/or Marketing environment required.

LICENSURE: None required.

SKILLS: Needs strong interpersonal and communication skills and the ability to accept responsibility. Utilization of sound judgment in making decisions is essential. The ability to work cooperatively with community agency personnel to coordinate services for patients. Advanced skills in making assessments of persons and situations accurately and with clarity. Knowledge of healthcare systems and enrollment procedures. Ability to provide excellent customer service to build trust. Proficient in the use of various social media platforms to reach and engage with target audience. Identifying and analyzing target markets to tailor outreach efforts. Organizational skills for event coordination and logistics. Ability to prepare statistical and administrative reports. Ability to document, with clarity, all information relevant to a patient's needs. Bilingual (English/Spanish) is a plus.

TYPICAL PHYSICAL DEMANDS: Requires sitting, standing and walking for extensive periods of time. Requires frequent bending, stooping, and/or stretching. This position will require some participation at outreach events that are outside of normal business hours.

OSHA CLASSIFICATION: II

FLSA CATEGORY: Non-Exempt

JOB CLASS CATEGORY: SOC 27-3031/11-2032 (exact wage to be determined based on experience and compliance with ETCHS' Board approved wage methodology and scale)

ETCHSI reserves the right to revise or change job duties and responsibilities as the business need arises. In compliance with EEOC 29 CFR Part 1630, if the essentials functions of this position cannot be performed in a satisfactory manner by the employee, further accommodations shall be made if they do not constitute undue hardships upon this organization.


Approved
Note Tab - my

7/29/2025
Date