



## Outreach & Engagement Specialist HELLO BABY PRIORITY

*The mission of Healthy Start is to improve maternal and child health and to reduce poor birth outcomes and infant mortality in Allegheny County.*

*Hello Baby Priority is a voluntary program for parents of new babies designed to strengthen families, improve children's outcomes, and maximize child and family well-being, safety, and security. As part of the Hello Baby tiered support strategy, the Hello Baby Priority program focuses on engagement and support for families with highest needs.*

### **Position Overview:**

This is a community-based outreach position contributing to the successful engagement and enrollment of families into the Hello Baby Priority program. As a member of the Hello Baby Priority team, the Outreach and Engagement Specialist (OES) serves as a champion for the Hello Baby program and is extremely knowledgeable and excited to connect with families who are referred to Healthy Start, contributing toward program engagement goals. The OES will use telephonic, text and postal mail engagement strategies, and will leverage other team/staff members and community connections to engage referred families. The successful OES will also use motivational interviewing and strengths-based communication to enroll families into Hello Baby Priority and will conduct home visits, as needed, to engage families.

### **Responsibilities:**

- Using referral data to make contact with families.
- Resolving missing, incorrect or incomplete contact information.
- Developing and implementing creative, 'outside the box' outreach and engagement strategies within the scope of existing program guidelines and protocols.
- Employing a strengths-based, 'whatever it takes' attitude to engage a population with complex needs; and exploring and embracing the assets of the community served.
- Employing strong organizational skills and maintaining accurate and timely documentation of outreach attempts and contacts.
- Working close collaboration with the Hello Baby Priority team and community partners.
- Participating in team case review and prescribed meetings and/or trainings.
- Performs other job-related duties as assigned by immediate supervisor.

### **Qualifications:**

The position requires excellent written and verbal communication skills along with the ability to problem solve and coordinate with community partners and team members. The OES should be knowledgeable of family systems, aware of community resources, assertive, passionate, empathetic, flexible and able to think outside the box.

### **Education and Experience:**

The OES will have at least a high school diploma or GED and at least three years of progressively responsible work experience with transferable skills. Preferred transferrable skillsets include work in a call center or sales environment, community-based work and/or substantial related volunteer experience such as home visiting or other family support role.

**Job Requirements:**

- Act 33/34 and FBI Clearances are required.
- Must possess a valid unrestricted Pennsylvania Driver's License, have reliable transportation and able to conduct home visits as needed.
- Must possess current and valid unrestricted automobile insurance and be listed as an insured driver.
- Fully vaccinated for COVID-19

**Supervisory Relationship:**

This position works under the direction of the Hello Baby Program Manager.

**Compensation:**

The starting salary for this position is \$36,000 - \$38,000 annually, commensurate with skills and experience. We offer a comprehensive and competitive benefits package. FLSA Status: Non-Exempt

***Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.***

**Application Instructions:**

Send resume and cover letter to [HR@hsipgh.org](mailto:HR@hsipgh.org)