

<b>Position:</b>	Community Outreach Specialist – South Bay and Border Region
<b>Report to:</b>	Community Outreach Supervisor
<b>Salary:</b>	Hourly range of \$19.23 to \$21.63
<b>Status:</b>	Full-time, non-exempt – 1.0 FTE
<b>Introductory Period:</b>	90-day Introductory Period
<b>Benefits:</b>	Generous benefits package: medical, dental, vision, paid time off (PTO), 403B retirement benefits after 90-day introductory period

**The mission of the Institute for Public Strategies (IPS) is to work alongside communities to build power, challenge systems of inequity, protect health and improve quality of life.**

*IPS is a diverse, inclusive workplace, where employees are valued and respected for their perspectives, experiences, backgrounds, and contributions. We are proud to be an Equal Employment Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Accommodations will be made for individuals with disabilities who are otherwise qualified and able to perform the functions of this position.*

The Institute for Public Strategies (IPS) is seeking a full-time **Community Outreach Specialist** for a program that focuses on delivering critical public health messages from the state to communities through comprehensive in-person and digital outreach campaigns that raise awareness, garner public support, and provide timely, vital and accurate public health information. This position requires a creative problem solver who can manage the details without losing sight of the big picture. The candidate must work well in a diverse team with varying ideas and styles. This position is based out of Mission Valley in San Diego, CA and will be implemented in the South Bay and Border Region of San Diego County.

#### **ESSENTIAL FUNCTIONS:**

1. Develop and implement strategic in-person and digital outreach plans aligned with the unique culture and values of the South Bay and Border Region, ensuring all segments of the target population are reached;
2. Coordinate peer-to-peer activities such as door-to-door interactive canvassing and community canvassing at highly-trafficked events to engage community members and prompt action;
3. Collaborate extensively with partner organizations to leverage their networks for trainings, workshops, meetings, and amplification of campaign messaging through social media, blogs, newsletters, and media outlets;
4. Organize public forums, trainings, and town-hall-style events, both in-person and virtual, to facilitate dialogue, group exercises, and community engagement;
5. Represent the program at community meetings, events, and media interviews to raise awareness and garner public support for program initiatives;
6. Distribute educational materials and leave-behind materials such as flyers, mailers, and door hangers to disseminate information and resources;
7. Follow up with community members who have questions or concerns;
8. Manage digital and social media outreach campaigns that effectively reach the community members in the South Bay and Border Region, from the use of traditional media to the use of WhatsApp Communities and other social media platforms;
9. Monitor and evaluate the effectiveness of outreach activities, collecting feedback and data to inform ongoing outreach strategies and campaign messaging;
10. Train and supervise volunteers to support outreach activities and ensure consistency in messaging and engagement efforts;
11. Document activities weekly and maintain monthly compliance files and other administrative tasks;
12. Participate in mandatory workshops, collective impact tables, convenings, and monthly briefings;
13. Assist in completing and annual reports;
14. Other duties as assigned.

#### **JOB QUALIFICATIONS AND EXPERIENCE:**

1. 1-2 years experience in community outreach, engagement or related field, with a focus on culturally sensitive and inclusive outreach strategies;
2. Strong interpersonal and communication skills, with the ability to engage effectively with diverse communities and stakeholders;
3. Experience with large-scale community outreach campaigns that include a broad range of tactics (e.g. trainings, workshops, event canvassing, door knocking, phone banking);
4. Experience with public health-oriented social media campaigns;
5. Detail-oriented;
6. Knowledge of community dynamics, cultural sensitivities, and effective communication strategies;
7. Flexibility – ability to adapt to change quickly;
8. Willing and able to work periodic weekends and/or evenings, as well as travel;
9. Excellent computer skills and knowledge, including Microsoft Office Suite, Canva, social media platforms, and other relevant outreach tools and technologies.

#### **PREFERRED QUALIFICATIONS:**

1. Bilingual capacity (Spanish or Tagalog preferred);

This job description describes the general nature and level of work of this position. This is not a complete list of all responsibilities, duties and skills required. All IPS employees are required to perform duties outside of their normal responsibilities.

Must have a valid California Driver's License and an insured, reliable vehicle to use during work.

Position will require FBI background check/fingerprinting and drug testing. However, **lived experience should not deter anyone from applying.**

To apply, please send cover letter and resume to [outreachspecialist@publicstrategies.org](mailto:outreachspecialist@publicstrategies.org) in a single PDF.