



## **COMMUNITY OUTREACH COORDINATOR**

### Job Description

#### **About Nuestra Casa**

At Nuestra Casa, we welcome our community to a place that feels like home. We stand by their side to help them navigate institutions, build people power, and use their voice to shape a new, more equitable community. Our programs transform our leaders into advocates who are actively engaged in our local economy, school district, and civic life. Together, we will build a community that leaves no one behind.

#### **About our Promotoras Program**

The Promotora—or community outreach worker—model grew out of a movement in Latin America in the 1960s. When hard-to-reach communities were in dire need of critical health information, community-based organizations began training Promotoras to provide necessary health information to their neighbors and friends. At Nuestra Casa and many of our partner organizations, the model has evolved beyond health care to include a broader set of social issues and services best addressed through trained community members' networks.

At Nuestra Casa, our unique model trains, supports, and coaches Promotoras to take ownership of their neighborhood. These passionate leaders are parents and trusted messengers in our community who care deeply about justice and equity. They organize neighbors, facilitate workshops, and guide our programmatic priorities. We host an annual Promotora training to build upon their leadership, advocacy, outreach skills, and knowledge of community resources and initiatives.

Our Promotoras program has four main elements:

1. **Basic training:** We offer introductory Promotora training once a year at our offices. Our trainings have been on hold until we can meet in person again.
2. **Staff Promotoras:** Every year, we hire 10-15 Promotoras to work part-time (20-25 hours/month) at Nuestra Casa. Our promotoras are the backbone of many other programs and campaigns, including census outreach, voter engagement, LIBRE Project, Parent Academies, and Food Distribution. They also lead many of our community workshops.
3. **Staff Promotoras Training opportunities:** We offer advanced training opportunities to our Promotoras. These regular training opportunities build on promotoras' skill sets, including computer skills, financial literacy, and English skills.

4. Women on the Rise business incubator. In 2021, we are piloting our new Women on the Rise business incubator program. Women on the Rise supports our community leaders on the journey towards business ownership. Through in-depth training, mentorship, and peer networking, we help women achieve their dreams and join the small business community. The pilot program launch will be for our Promotoras. We plan to eventually open the program to a broader group of women in our community, but this program will remain under the oversight of the Community Outreach Coordinator.

**Position Summary:** The Community Outreach Coordinator coordinates all aspects of our Promotoras program. The ideal candidate is well organized, dependable, has excellent communication skills (English/Spanish), and has ample knowledge of East Palo Alto, Belle Haven, North Fair Oaks, and surrounding communities. You also have a great passion for community education.

**Essential Duties and Responsibilities:**

- Manage all logistics related to annual Promotoras training: manage curriculum, recruit participants, and facilitate yearly and ongoing trainings.
- Manage all logistics related to LIBRE Project: liaise with partners, manage related outreach.
- Oversee all logistics related to the Women on the Rise program: manage curriculum, recruit participants, recruit teachers, secure meeting space and supporting materials (e.g., student laptops and other supporting materials), and develop an ongoing technical assistance support program for graduates.
- Manage staff Promotoras:
  - Serve as a role model and mentor.
  - Liaise with Ravenswood City School District (RCSD), community partners, non-profits, social service providers, other Nuestra Casa initiatives, and peers to schedule community presentations/events and training to LIBRE Project and other Nuestra Casa campaigns.
  - Support other Nuestra Casa staff programs that need support from Promotoras
- Translate, interpret and participate in multi-media campaigns by assisting in developing culturally appropriate resource guides, articles, and brochures, as well as in the production of flyers for local dissemination.
- Communicate effectively both orally and in writing, ensuring that our community messages promote trust and cooperation.
- Under the Senior Program Director's supervision, ensure that all data is collected and reported as required to ensure that performance outcomes are measured appropriately.
- Responsible for ensuring that all agency policies and procedures are followed.
- Document and maintain a thorough record of work performed.

- Must have a caring and friendly disposition and a basic understanding of the community being served.
- Perform other duties related to the project as assigned by senior personnel.

### **Reporting Responsibilities**

The Community Outreach Coordinator reports to the Senior Program Director.

### **Qualifications**

- Bilingual/bicultural in English/Spanish
- Ability to understand and apply information and acquired skills
- Bachelor's degree in a related field strongly preferred, but all experienced candidates will be considered
- Current California Driver's License in good standing with a personally owned and insured vehicle to drive on work-related business
- Strong computer skills, including Google Suite
- Excellent communication and interpersonal skills
- Ability to work flexible hours, including weekends
- Ability to pass a background check

### **Physical Demands**

The physical demands described here represent those that an employee must meet to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties associated with this position, the employee is regularly required to walk, drive, stand, sit, and climb steps. The employee frequently is required to use hands and fingers to operate a computer keyboard, mouse and telephone, and talk and hear. The employee must occasionally bend, lift, and/or move up to 25 pounds. Specific vision abilities required by this position include vision to drive, vision to walk, close vision, peripheral vision, and ability to adjust focus.

### **Salary**

The Community Outreach Coordinator position will pay a competitive salary based on market rates and commensurate with experience. Upon successful completion of a 6-month probationary period, the position will become permanent. This position is full-time and exempt with excellent health, dental and vision coverage, and paid holidays and vacation days.

### **APPLICATION PROCESS:**

All interested parties should submit a cover letter and résumé to Miriam Yupanqui at [myupanqui@nuestracasa.org](mailto:myupanqui@nuestracasa.org).

*Nuestra Casa is an Equal Opportunity Employer.*

