

## **Community Engagement Coordinator**

MNPQC seeks a passionate and dedicated individual with excellent communication skills, community engagement experience, and a deep commitment to promoting maternal and infant health. Your primary focus will be to build partnerships, organize events, and engage with MNPQC stakeholders including hospitals, healthcare centers, academia, professional organizations, local and state agencies, and community organizations. You will be at the forefront of creating and implementing a comprehensive outreach strategy that integrates traditional and digital marketing methods to increase awareness about our programs and facilitate access to essential maternal and infant health resources.

### **Benefits/Details:**

- Full-time, remote work position supporting the goals of the Minnesota Perinatal Quality Collaborative, must reside in Minnesota
- Some in-state travel (mileage and expenses reimbursement)
- Supervised by the Executive Director
- Wireless connectivity allowance available, separate from compensation (including cell phone)
- Computer and software tools provided
- Flexible schedule with PTO available
- Health, Dental, and Vision insurance
- Short Term Disability
- \$50,000-\$55,000 starting annual pay range at 1 FTE (other FTE options can be discussed)

Performance and benchmark compensation increases available annually

### **Community Outreach and Engagement Responsibilities:**

#### **1. Partnership Development:**

- a. Identify and establish strategic partnerships with healthcare providers, community organizations, and relevant agencies to enhance program outreach
- b. Collaborate with potential partners to explore opportunities for mutually beneficial projects

#### **2. Outreach Strategy:**

- a. Develop and execute an annual outreach plan that seamlessly integrates traditional and digital marketing strategies
- b. Utilize social media marketing tools to enhance the visibility and impact of outreach efforts

### **3. Calendar Management:**

- a. Maintain a well-organized calendar of outreach activities, including community events, workshops, appearances, and other communication opportunities
  - i. Also encompassing as needed: educational opportunities such as webinars, town halls, conferences, and regional meetings
- b. Leverage social media platforms to promote and drive attendance to scheduled activities

### **4. Content Development:**

- a. Assist in the creation of compelling outreach materials and packets, ensuring alignment with both traditional and online communication channels
- b. Optimize content for various platforms, utilizing social media platforms for networking and engagement

### **5. Relationship Management:**

- a. Foster and maintain strong relationships with collaborative partners
- b. Actively seek and cultivate new partnerships, utilizing social media platforms for networking and engagement

### **6. Data Collection and Analysis:**

- a. Collect, analyze, and maintain data on outreach activities, community engagement, and program impact
- b. Utilize social media analytics to assess online reach, engagement, and areas for improvement

### **7. Reporting:**

- a. Prepare regular reports for the management team, providing insights into successes, challenges, and opportunities for improvement in both traditional and digital outreach efforts

### **8. Event Coordination:**

- a. Organize and actively participate in events, fairs, and workshops to promote awareness of maternal/infant health services and resources
- b. Assist in the implementation of strategic social media campaigns to amplify event reach and impact

### **9. Statewide Travel Coordination:**

- a. Facilitate and coordinate travel arrangements for facility visits, orientations, and other essential engagement arrangements throughout the state as needed
- b. Ensure seamless logistics, including scheduling, accommodations, and transportation to support effective statewide education and outreach efforts

## **General Responsibilities:**

### **1. Active Participation in Staff Meetings:**

- a. Engage proactively in staff meetings, sharing insights, and updates; contributing to discussions that foster a collaborative and informed team environment
- b. Provide valuable input to help drive organizational goals and initiatives

### **2. Strategic Involvement in Organization-Wide Events:**

- a. Contribute to the planning and execution of organization-wide events, bringing creative ideas and practical insights to ensure successful and impactful gatherings
- b. Collaborate with cross-functional teams to coordinate seamless event logistics

### **3. Membership Recruitment:**

- a. Lead efforts to recruit hospitals and health systems for membership in MNPQC, employing strategic outreach and relationship-building techniques

### **4. Innovative Contribution to Idea Development:**

- a. Contribute actively to idea development sessions, bring creativity and strategic thinking to the table
- b. Participate as needed in grant writing duties, leveraging innovative ideas to secure funding opportunities essential for organizational growth
- c. Participate in idea development and grant writing for funding opportunities as needed

## **What You're Good At:**

### **- Proactive Self- Starter:**

- Initiates action independently, demonstrating a proactive approach to tasks and challenges
- Driven to achieve goals with a self-starting mentality that fuels productivity

### **- Strategic Prioritizer and Organizer:**

- Exhibits strategic thinking, effectively prioritizing tasks to optimize workflow
- Demonstrates organizational prowess, ensuring efficiency in all endeavors

### **- Effective and Responsive Communicator:**

- Communicates with clarity and impact, fostering effective collaboration
- Proactively follows up on tasks, ensuring seamless communication channels

### **- Versatile and Supportive:**

- Adaptable and open to diverse challenges, readily stepping in to provide support wherever needed

- Eager to lend a helping hand, contributing to a positive and collaborative team environment
- **Resourceful Innovator:**
  - Thrives in environments with time and resource constraints, showcasing resourcefulness
  - Displays eagerness to innovate, introducing creative solutions to overcome challenges
- **Collaborative Team Player with Autonomy:**
  - Excels in collaborative team settings, fostering synergy among team members
  - Equally adept at working autonomously, demonstrating independence and initiative
  - Proficient in collecting and analyzing data related to outreach activities, producing insightful reports for program evaluation and improvement

**Desirable:**

- 1. Advanced Degree in Public Health or Related Field**
  - a. Possession of an advanced degree in public health or a closely related field, demonstrating a strong academic foundation
- 2. Extensive Professional Experience:**
  - a. A minimum of five years of professional experience in organizations such as nonprofits, health systems, and government agencies, showcasing a comprehensive understanding of the field
- 3. Proven Community Outreach Experience:**
  - a. Demonstrated success in community outreach, with a track record of effectively connecting with and positively impacting diverse populations
- 4. Interpersonal and Communication Proficiency:**
  - a. Strong interpersonal and communication skills, with the ability to engage effectively and build meaningful connections within diverse communities
- 5. Organizational and Project Management Excellence:**
  - a. Excellent organizational skills, coupled with a proven ability in project management, ensuring efficient and successful extension of outreach initiatives

**Applying for this job**

To apply for this job, send a digital file of your resume and an introductory letter to Susan Boehm, Executive Director MNPQC, [susan.boehm@minnesotaperinatal.org](mailto:susan.boehm@minnesotaperinatal.org)  
Your introductory letter should be no longer than two pages and should address the following questions:

- Why are you passionate about supporting the mission of MNPQC?
- In what ways are you meaningfully connected with and accountable to the communities you value? Define communities any way you'd like.
- In what ways do areas of difference in your background and experience influence how you approach your work?
- In what kind of work environment are you most productive as a team member and colleague?
- Why would you be a good fit for this position?

MNPQC is actively looking for people with a broad background of lived experiences and identities. We are committed to hiring a staff representing our communities and strongly encourage candidates of all identities and experiences to apply for this position. You may also email questions to [info@minnesotaperinatal.org](mailto:info@minnesotaperinatal.org) if necessary.

### **About MNPQC**

The Minnesota Perinatal Quality Collaborative (MNPQC) is a network of organizations, medical providers, content experts, and community voices. We seek to improve perinatal and infant health outcomes, emphasizing improving health equity for all mothers/birthing people.

The MNPQC aims to provide the best, safest care for mothers/birthing people and infants statewide with advanced, sustained, data-driven practices that improve quality care and reduce health disparities.

### **Equal Opportunity Employer**