



Job Title: Outreach Specialist I
Program/Dept.: Vaccine Equity Campaign – Fresno Community Health and Awareness Program (FCHAP) 4.0
Classification: Temporary, Full-Time/Non-Exempt
Salary Range: \$17.00
Reports to: Program Manager, Special Projects
Location: 4879 E. Kings Canyon Road, Fresno, CA 93727
Date: March 18, 2024

1. AGENCY

The Fresno Center (TFC) is a non-profit organization that was established in the past 30+ years, serving the community of Fresno County. TFC offers 20 different support services that include mental health, wellness, and healing, from immigration to education advocacy to clinical behavioral services to holistic wellness services. TFC is the one-stop shop that promotes cross-cultural understanding and cultural preservation. Eight of our 20+ programs focus on mental health services (Horticultural Therapeutic Community Centers Program, Living Well Center, Holistic Wellness Program, California Reducing Disparity Project, Central Valley Regional Center Latino and Southeast Asian Navigator Program, and Kaiser Community Benefits Program). Our motto is to “Inspire, Empower, and Cultivate”. Our commitment is to equip staff with the best training and practices to develop and maintain client loyalty and be the employer of choice in the Central Valley.

The Fresno Center’s Mission Statement: To assist individuals in becoming self-sufficient, self-fulfilled and productive members of the community while fostering cultural preservation and promoting cross cultural understanding.

The Fresno Center’s Vision: The Fresno Center will be a champion for positive change through empowerment, education, and collaboration.

2. THE PROGRAM

The Vaccine Equity Campaign – Fresno Community Health and Awareness Program (FCHAP) 4.0, was funded by Sierra Health Foundation to provide culturally and linguistically appropriate outreach, health education, engagement, and other resources to increase access to and use of COVID-19 vaccinations in Black, Indigenous, and People of Color (BIPOC) communities in Fresno County. The Fresno Center hosts a monthly vaccine clinic at 4879 E Kings Canyon Road, Fresno, CA, 93727. The program's goal is to ensure that the community understands the importance of vaccination against flu and COVID-19.

The position is contingent upon continued funding. The Fresno Center will not be responsible in any manner for terminations which are due to the defunding of Federal or State Contracts/Grants. The Fresno Center is at-will and may be terminated by you or the company at any time regardless of the end date of the Federal or State Contracts/Grants.

3. POSITION SUMMARY

The Outreach Specialist I is a supporting role in the FCHAP 4.0 project. The individuals will work with other departments within the Fresno Center and partner agencies to conduct outreach efforts and coordinate vaccine events for the community in the City of Fresno and neighboring areas. The role will require the individuals to conduct outreach, which includes, but is not limited to, door-to-door knocking, phone banking, booth-and-table at local events or in front of grocery stores, hosting workshops and training, and sending mailers.

4. JOB DUTIES & RESPONSIBILITIES

Vaccine Events:

- 4.1. Coordinate COVID-19 and Influenza vaccine clinics, including in-home vaccinations focusing on older adults and other vulnerable populations.
- 4.2. Identify people who may need help getting COVID-19 and Influenza vaccinations, including those who cannot independently travel to a vaccination site.
- 4.3. Integrate the COVID-19 and Influenza Vaccine messages and materials into any activity not currently funded by similar vaccine outreach grants and programs.
- 4.4. Integrate COVID materials on hosted Resource Hub website(s).



4.5. Report vaccination efforts as appropriate.

Provide Support Services:

- 4.6. Provide supportive services, such as arranging transportation, interpretation, accessibility support, referrals, and scheduling.
- 4.7. Provide or arrange accessible transportation to COVID-19 and Influenza vaccination sites for those who need assistance.
- 4.8. Provide or arrange personal support (e.g., peer support) to older adults and people with disabilities for those who need assistance.
- 4.9. Help schedule COVID-19 and Influenza vaccination appointments for those who need it.
- 4.10. Provide necessary referral services in support of COVID-19 and influenza vaccines.
- 4.11. Report supportive services as appropriate.

Provide Outreach & Education:

- 4.12. Conduct and coordinate outreach events
- 4.13. Disseminate credible information about COVID-19 and Influenza vaccines and help direct older adults and those with disabilities with questions to additional sources of information.
- 4.14. Conduct COVID vaccine and booster outreach, education, and material dissemination utilizing generalized or targeted campaigns; community events such as health fairs: congregate meal site activities; Medicare Open Enrollment events and one-on-one
- 4.15. in-person counseling, group counseling sessions, and one-on-one interactions with community members.
- 4.16. Provide translations of education and outreach materials and support other culturally and linguistically appropriate communications
- 4.17. Report Information and Outreach activities as appropriate

Conduct Partnerships & Development:

- 4.18. Conduct outreach to local FQHCs, Public Health Departments, home health agencies, physician groups, etc., to determine the feasibility of partnerships that support increased population vaccination and booster rates.
- 4.19. Explore partnerships that increase COVID-19 and Influenza Vaccine outreach, including educational activities and the dissemination of materials. Develop and manage
- 4.20. sub-contracts or partnerships as needed to accomplish scope of work.
- 4.21. Provide a copy of agreements with consultants and subcontractors recruited to assist with work plan activities.
- 4.22. **Other duties as assigned to support the overall mission of the Fresno Center**

5. MINIMUM QUALIFICATIONS:

- 5.1 Must have transportation and a valid California Driver's License
- 5.2 Clean DMV record and valid vehicle insurance
- 5.3 Must pass background check/Live Scan and Drug Test
- 5.4 Commitment to the mission and values of the agency
- 5.5 Committed to community building and development
- 5.6 Experience working with multi-ethnic groups and Southeast Asian communities in the area of advocacy, education, and social services
- 5.7 Experience and Knowledge about COVID-19

6. COMPETENCY:

- 6.1. Principles, theories, techniques and practices used in various counseling modality and rehabilitation services for chronically mentally ill and emotionally disturbed consumers in a wellness and recovery evidence-based practices framework;
- 6.2. Principles and practices of behavioral health education, community organizations and allied behavioral health services and resources;
- 6.3. Laws, regulations and ethical standards governing behavioral health treatment and medical records;
- 6.4. Behavioral health interviewing techniques and behavioral health treatment methods;
- 6.5. Intensive and long term case management services in a wellness and recovery evidence-based framework;
- 6.6. Cultural competency theory, practice and its application

7. PERSONAL QUALITIES

- 7.1. Accountable



- 7.2. Diligent and organized.
- 7.3. Ethical and loyal
- 7.4. Punctual
- 7.5. Flexible
- 7.6. Problem-solver
- 7.7. Creative
- 7.8. Honest

8. WORK ENVIRONMENT:

- 8.1. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.
- 8.2. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

9. TYPICAL WORKING CONDITIONS:

- 9.1. The office setting is a normal environment.
- 9.2. Occasionally work during early morning, evening, or weekend.
- 9.3. May be subject to temperature variances in the office.
- 9.4. The noise level in the work environment is usually moderate but may become excessively loud with the increased patient flow during a busy day.

10. TYPICAL PHYSICAL DEMANDS.

- 10.1. Requires sitting, standing, or walking for up to eight hours a day.
- 10.2. Some bending, stretching, or reaching may be necessary.
- 10.3. Lifting to 40 pounds may be required on occasion.
- 10.4. Vision must be correctable to 20/20
- 10.5. Hearing must be in the normal range for telephone contact.

11. POSITION TYPE AND EXPECTED HOURS OF WORK:

- 11.1. Full-Time, typical work hours are between 8:00 am to 5:00 pm, Monday to Friday
- 11.2. Evenings and weekends as needed.

12. TRAVEL:

- 12.1. Travel time is expected for the position. Travel time includes travel to meetings, off-site training, or between job sites, as needed, locally.
- 12.2. Individuals may also be expected to use their own vehicle to travel and with mileage reimbursement.
- 12.3. A company car may be used when transporting a client to and from his or her placement, or field activities.

13. REQUIRED EDUCATION AND EXPERIENCE:

- 13.1. Minimum of HS diploma or GED.
- 13.2. Experienced working with the community in the area of advocacy, education, and social services

14. PREFERRED EDUCATION AND EXPERIENCE:

- 14.1. Associate Degree

15. ADDITIONAL ELIGIBILITY QUALIFICATIONS:

Ability to operate a computer using the following programs

- 15.1 **Microsoft Office:** Words, Excel, Access, and PowerPoint

16. BENEFITS:

- 16.1. Medical, vision, and dental coverage.
- 16.2. Life insurance coverage at annual salary.
- 16.3. Sick leave, per personnel policy.
- 16.4. 401k retirement plan, after completion of 90 days of employment; potential 3% match.
- 16.5. Vacation, per personnel policy



16.6. Holidays per personnel policy

17. Affirmative action plan/Equal employment opportunity (AAP/EEO):

It is the policy of The Fresno Center to provide equal employment opportunities without regard to race, color, religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, genetic information or any other protected characteristic under applicable law. This policy relates to all phases of employment, including, but not limited to, recruiting, employment, placement, promotion, transfer, demotion, reduction of workforce and termination, rates of pay or other forms of compensation, selection for training, the use of all facilities, and participation in all company-sponsored employee activities. Provisions in applicable laws providing for bona fide occupational qualifications, business necessity or age limitations will be adhered to by the company where appropriate.

As part of the company's equal employment opportunity policy, The Fresno Center will also take affirmative action as called for by applicable laws and Executive Orders to ensure that minority group individuals, females, disabled veterans, recently separated veterans, other protected veterans, Armed Forces service medal veterans, and qualified disabled persons are introduced into our workforce and considered for promotional opportunities.