

Program Coordinator/Communications Specialist **“Healthy Richmond” Comprehensive Community Building Initiative**

Bay Area Local Initiatives Support Corporation (Bay Area LISC) is seeking a capable, experienced, and energetic individual to fill the role of Program Coordinator/Communications Specialist for a long-term community development initiative designed to achieve health outcomes.

Healthy Richmond (HR) is the name of the local project. A “Hub” is formed in 2012 and is intended to serve as a place where interested people can learn about what is happening with the project, get involved, develop new skills, expand relationships, and celebrate accomplishments. This is a new position that will work with multiple stakeholders to advance the vision and implement the strategic plan of Healthy Richmond. The position will report to the Bay Area LISC Hub Manager and is housed in North Richmond. The position will be responsible for coordinating the implementation of the community-generated HR Logic Model and overseeing the implementation of a communications plan. For more information on the HR initiative, go to bhconnect.org.

LISC offers informal and formal opportunities for professional development, including peer-learning with colleagues from across the country, access to conferences and trainings, and a work environment that emphasizes inquiry and excellence..

Key Required Capacities: The Program Coordinator/Communications Specialist will be responsible for overseeing the implementation of a HR BHC communications plan. The plan will integrate the work of the collaborative into key messages that facilitate the creation of a shared vision of health and communicate these messages to the broader community through use of social media to promote community organizing and policy advocacy activities. The position also requires a demonstrated ability to facilitate diverse groups and an understanding of community development, community organizing, and public health prevention focused initiatives.

Specific Duties Include:

1) Communications Specialist

- Implement and update as needed a HR communication plan .
- Manage website development and maintenance, e-mail blasts, social media maintenance, content aggregation, design oversight & printed material management, collateral use strategies, etc.
- Ensure that HR communications coordinate effectively with Yo Hub communications strategies.
- Work in close collaboration with the Hub staff to manage community event calendar identify topics and generate messages that inform the community of local efforts to achieve BHC goals.
- Serve as the lead media contact for the HR Hub.
- Develop a media network with the diverse media outlets to promote HR BHC campaigns and activities including PR, press releases, and press conferences.
- Write articles, editorials, calls to action, and other media/program materials.
- Promote the branding, messaging and video storytelling for the HR Hub and participate in the cross-BHC site coordination.
- Works closely with the Evaluation Learning Specialist to promote BHC HR progress to internal and external audiences. Collect data that measures the scope and effectiveness of messages, relating them to HR goals.

2) Project Coordinator

- Work closely with TCE Program Manager, Hub Manager and key partners to provide support to the BHC Initiative and attend relevant meetings.
- Assist Hub Manager in the creation, management and facilitation of Action Teams that motivate specific outcomes, establish accountability, and incorporate TCE's theory of change elements, resulting in actions owned by the community, and opportunities for new community leadership.
- Facilitate on-going dialogue, collaboration, resident and youth involvement in diverse groups of stakeholders to achieve outcomes.
- Leverage community partnerships and opportunities within the Action Teams to advance their work and the HR outcomes, as appropriate.
- Support the development of Action Team participation in the evaluation and learning process that will build deeper organizational capacity to use data information to further their work.
- In collaboration with the Hub and BHC staff, identify trainings, education and skill development opportunities.

Skills and Experience

- Master's degree preferred, Bachelor's degree required, preferably in Communications, Public Policy, Public Health, Community Development, or a related field. Three years of increasing responsibility working in non-profit, government, or public sectors.
- Minimum of 2 years of relevant experience providing public relations and media services in a community setting.
- Ability to compose, edit, design and produce publications including flyers, brochures, posters.
- Knowledge of and experience in the use of social media channels, including, but not limited to Facebook, Twitter, and interactive web sites, to promote community organizing and policy advocacy goals.
- Process and project management skills including ability to guide vision and strategy, advance policy and support aligned activities, manage complex relationships and resolve conflict.
- Able to work effectively with people from diverse backgrounds, cross sectorally, and in low income communities.
- Self-motivated, reliable and strong interest in committing to the HR BHC Initiative's work.
- Ability to plan workload and maximize resources while working on multiple projects.
- Have access to reliable transportation and willing to use it for job related tasks.
- Must be able to work evenings and weekends as needed.
- Familiarity with West Contra Costa County is desirable.
- People of color, local residents, and bilingual Spanish/English speakers are encouraged to apply.

LISC offers a competitive salary and excellent benefit. To apply: Please email cover letter, resume, and samples of your writing (i.e., website content, articles or blogs) to balisc@lisc.org, using **HR Hub PCC Specialist** as your subject line.

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