



Hunger Task Force Position Description WIC Outreach Manager

Department: Advocacy

Reports To: Advocacy Director

FLSA Status: Exempt

General Function:

The WIC Outreach Manager organizes and evaluates outreach activities, partnerships, and scheduling to assure the fulfillment of team goals related to WIC Community Innovation and Outreach. The WIC Outreach Manager identifies structural and systemic barriers to receipt of WIC by underserved populations including the homeless, people with limited English proficiency, college students, elderly, blind and disabled people, cultural and ethnic minorities, veterans, and people of color. The goal of this position is to increase WIC education, engagement and collection of community-level data for the purpose of increasing Wisconsin WIC enrollment and reducing disparities in program delivery through the use of an innovative incentive model that targets both WIC participants and program partners.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Work with its existing local and statewide networks and partnerships including our network pantries, meal programs, shelters, and Stockbox senior distribution sites to increase WIC awareness and participation.
- Connect to WIC-eligible participants at Summer Meals sites, SNAP Outreach sites, and through the members of the Hunger Relief Federation.
- Establish new partnerships with local healthcare systems, Federally Qualified Health centers (FQHC) and community organizations.
- Conduct outreach-driven WIC Participant Data Collection Project that includes focus groups, surveys, and interviews.
- Target eligible WIC participants statewide with an increased focus on rural, tribal and minority communities in Milwaukee, Racine, Kenosha, Rock, and Brown Counties.
- Direct WIC outreach activities and manage the facilitation of participant surveys.
- Compile data and findings, replicable strategies, best practices, and recommendations that other communities and WIC providers can use to maximize program enrollment.
- Leverage and complement existing strategies in collaboration with Wisconsin DHS' WIC Department, including the "WIC Mom Strong" campaign, TUFTs Telehealth and modernization efforts.

- Assist in communicating the results of research and data analysis through presentations and/or publications via Hunger Task Force's website and our publications/research page.
- Collaborate with Policy Analyst and Advocacy Director on outreach priorities and strategies; tracking key data and policies related to hunger issues.
- Identifies the need for culturally competent collateral for outreach within specific target populations and assists with the creation of digital and print materials with the Development Team.
- Establishes ongoing support relationships with the FoodShare Advocacy Team at Alicia's Place and Robles Self-Service Centers, matching customer language and cultural needs.
- Provides regular evaluation of outreach activities, informing reports and proposals.
- Represent organization and participate in meetings, events, and conferences where appropriate. Disseminate information as needed.

Competencies

To perform the job successfully, an individual should demonstrate the following:

Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Diversity - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Educates others on the value of diversity; Promotes a harassment-free environment; Builds a diverse workforce.

Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

Computer Skills - have knowledge of Database Software, Internet software and Spreadsheet software.

Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree (B.A.) from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

Certificates, Licenses, Registrations

Valid WI Driver's License

Other Skills and Abilities

Bilingual skills preferred. Experience working with low-income people in a customer service or social work capacity, experience or familiarity working with non-profit organizations.

Physical Demands The physical demands described here are representative of those that must be met by an employee 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 of this Job, the employee is regularly required to use hands to finger, handle, or feel and talk or hear. The employee is frequently required to stand. The employee is occasionally required to walk; sit; reach with hands and arms and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision and depth perception.

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

The noise level in the work environment is usually moderate.

The U.S. Department of Agriculture (USDA) prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)

Salary Range: \$45,000 - \$60,000