



JOB POSTING
Provider Liaison and Communications Coordinator

Join a healthcare team that is having an immediate impact on people's lives! The Center for Well-Being is a local, high-impact non-profit committed to combatting chronic disease. The Center helps individuals and families live healthier lives through nutrition, health education and systems change.

Position Description

This position requires a dedicated healthcare professional who will join our team and assist in agency growth and development for the long term. In collaboration with Center for Well-Being leadership, responsible for the design, implementation, & management of a referring provider and community outreach strategy.

The Provider Liaison and Communications Coordinator will educate physicians and other healthcare professionals on the benefits of patient education and behavior change services. This position requires a strong healthcare background specifically in the areas of diabetes, heart disease, tobacco control and obesity prevention coupled with public speaking and community relations skills.

The Provider Liaison and Communications Coordinator plans and produces print and other advertising programs; develops and implements promotional, publicity and marketing programs; represents the organization to the community, government and media to publicize its programs and needs; seeks and develops opportunities to enhance the image of the organization in the community. Monitors public relations budget and controls costs to meet approved budgets.

This position performs a variety of marketing-related tasks under general supervision, including development of advertising materials, direct mail campaigns and events. Prepares proposals, presentations and reports for referring healthcare providers.

Duties and Responsibilities:

- Identifies, & maintains strategic partnerships with healthcare organizations, including community clinics, their consortia, & their networks; as well as partnerships w/ public hospitals & health systems to enhance community health access and support an integrated chronic disease management model
- Coordinates strategies across areas for optimum impact, scale, & visibility
- Performs direct provider outreach tied to referral patterns and enrollment priorities
- Identifies corporate marketing, community relations outreach, & media opportunities to increase visibility of CWB & programs



- Ensure maintenance of comprehensive data tracking system for both financial & in-kind data. (Including complete, accurate inputting & tracking of data; provider referral patterns, retention and billable visit analysis)
- Secure and participate in public speaking opportunities
- Maintain agency presence in community through participation in coalition work and committees with a shared vision of defeating chronic disease
- Assist with fund development and special events
- Social media, newsletter content and general public relations as assigned

Qualifications

- Bachelor's degree in health education, communications, healthcare administration, public health, social work, public policy, or related field
- Sales experience and outgoing personality
- Ability to manage resources & coordinate across areas & cross functionally
- Participatory style, high energy, & a bias for action, w/ excellent judgment
- Excellent written & verbal communication skills
- Must have experience: Word, PowerPoint, and Excel
- Experience in non-profit health or social services preferred
- Work effectively in a multidisciplinary team
- Ability to organize and prioritize workload for self and others
- Passion for completing work within required timeframes
- Personal interest in health and fitness

To Apply:

Submit a resume and cover letter to info@nccwb.org. You will be required to complete an employment application prior to your first interview. www.norcalwellbeing.org