



Job title	<i>Bilingual Outreach Specialist</i>
Reports to	<i>Manager of Community Outreach and Family Programs</i>
Fair Labor Standards Status	<i>Exempt</i>

Job purpose

The Bilingual Outreach Specialist will be responsible for education workshops and community outreach initiatives for the Kohl's Building Blocks program in southeastern Wisconsin's 10-county region with a focus on Hispanic communities. Occasional evening and weekend hours, required, associated with community outreach, education workshops and special events. This is a grant funded position. This position reports to the Manager of Community Outreach and Family Programs.

Working relationships

Community professionals
Families
Volunteers
Agency Staff
General Public

Prime functions

Participation in Outreach program:

- With Manager of Community Outreach and Family Programs, develop and execute a comprehensive community outreach and education program that meets, if not exceeds, each of the metrics outlined as part of the Kohl's Building Blocks program.
- With Penfield Children's Center staff, industry experts, parents, community members and other relevant parties, develop curricula for the Kohl's Building Blocks workshops.
- Identify opportunities to build partnerships with organizations and relevant agencies to conduct outreach initiatives focused on raising awareness of the Kohl's Building Blocks program and programming and service offerings at Penfield Children's Center.
- Lead the coordination and delivery of workshops on disability awareness and anti-bullying for elementary schools, scout troops and summer camps.
- Coordinate and deliver workshops about child development for parent and professional audiences within southeastern Wisconsin; with a focus on the Hispanic community.
- Provide leadership for Penfield's presence at outreach events whose intended audience is the Hispanic Community (e.g. Celebrando Nuestras Familias MKE). This will include, but is not limited to, developing an outreach tactical plan, orienting staff and volunteers, executing plan and responding to unexpected changes.
- With Manager of Community Outreach and Family Programs, staff external outreach initiatives, including but not limited to Summerfest and State Fair.
- With Marketing Manager and Manager of Community Outreach and Family Programs, identify opportunities to expand available workshops and professional development opportunities on the interactive component of the Kohl's Building Blocks program, PenfieldBuildingBlocks.org.

- Provide translation for outreach materials, presentations, articles for the interactive portion of the Kohl's Building Blocks program – PenfieldBuildingBlocks.org – and other needs that may arise.
- Serve as a spokesperson for Penfield Children's Center and the Kohl's Building Blocks Program with media outlets serving the Hispanic community..
- Assist with family programs, as needed.

Assist the agency as needed:

- Translation of agency documents
- Completion of required paperwork
- Responding to inquiries from families and staff
- Evening and weekend work, as necessary, associated with special events and presentations
- Perform all other duties as assigned.
- Encouraged to volunteer 4 hours of time per year to a Penfield activity

Qualifications

- College degree, preferably in Education, Health Education / Health Promotion, Communications, Marketing or related field.
- Minimum 2-3 years relevant experience.
- Valid Wisconsin driver's license and access to an insured vehicle during working hours.
- Ability to manage multiple projects and meet deadlines.
- Computer literacy required: efficiency in Microsoft office. Ability to learn new programs.
- Strong public speaking and communication skills.
- Self-starter and willing to take initiative; able to work independently with accountability.
- Detail-oriented, efficient and ability to multi-task.
- Works effectively with a diverse population of volunteers, staff and external contacts to build and maintain successful partnerships.
- Bilingual (Spanish/English) required.
- Knowledge of available community resources.
- Meeting vaccine standards as outlined in Bloodborne Pathogens Exposure control plan.
- Valid Wisconsin driver's license and access to an insured vehicle during working hours.
- Ability to lift or move objects of 50 lbs. or less on a daily basis.
- Must have sufficient mobility to move- including bend, stoop, reach, lift and grasp.

Performance criteria

- Community Engagement, Execute communication and outreach plan for awareness and position Penfield as a leader in the field.
- Organizational development , foster a culture of high performance, accountability and teamwork
- Financial Stability, maximizing organizational efficiencies through productivity and program improvements.

Penfield Children's Center is an Equal Opportunity Employer.