



**COMMUNITY BRIDGES**  
**PUENTES DE LA COMUNIDAD**

**Posted: May 17, 2017**  
**Open Until Filled**

**POSITION: EDUCATION SPECIALIST (LIMITED TERM)**  
**(BILINGUAL SPANISH/ENGLISH REQUIRED, BILITERATE PREFERRED)**

**PROGRAM: WOMEN, INFANTS & CHILDREN SUPPLEMENTAL NUTRITION PROGRAM**  
**A PROGRAM OF COMMUNITY BRIDGES**

**POSITION DESCRIPTION:**

Under general supervision by the Supervising Nutritionist, the WIC Education Specialist is a member of the WIC professional staff. The Education Specialist provides technical, educational, interpretive and office support for the Women, Infants and Children Program; performs related work as required.

**DUTIES AND RESPONSIBILITIES:**

1. Greets and interacts with clients and the public in a cordial and welcoming manner. Communicates with clients and the public by phone, text, email, or in person to provide information, schedule appointments and appointment reminders.
2. Interviews potential program participants; explains eligibility requirements, program procedures and regulations; gathers necessary information and forms as required to determine initial and continued eligibility. Maintains client confidentiality at all times.
3. Determines eligibility of potential program participants by obtaining and assessing medical, nutritional, personal and financial information; reviews eligibility determinations made by others. Explains eligibility requirements and program parameters to staff and participants.
4. Maintains required documentation of all individual and group client contacts in the WIC Management Information System (MIS).
5. Distributes WIC Food Instruments to program participants and maintains required documentation in WIC MIS.
6. Assesses status of other health and social indicators and refers clients to the WIC Dietitian as needed.
7. Uses motivational interviewing and participant centered education techniques to provide group and individual education to participants on healthy eating and active living (HEAL) messages.
8. Refers mothers to the WIC nutritionist or dietitian, lactation consultant, mother or baby's physician or nurse, public health programs in the community, and social

service agencies according to established protocols. Uses a resource list to direct clients to physicians and dentists who accept Medi-Cal and Denti-Cal.

9. Promotes breastfeeding among WIC clients, staff and community. Provides leadership to endorse breastfeeding as desired norm; promotes a breastfeeding friendly environment at the WIC site; incorporates breastfeeding promotion and supports in staff training.
10. In accordance with the Community Bridges Customer Service Plan, provides excellent customer service to clients, colleagues, and the public.
11. Conducts WIC outreach activities, and communicates effectively with other agency staff, participants, representatives of community agencies, and the public. Uses technology and social media to promote the agency and program mission and goals.
12. Stays current with findings, standards and practices in public health and WIC.
13. Demonstrates commitment to the mission of Community Bridges and the WIC Program.
14. Develops and maintains effective working relationships with other agency staff members, and with representatives of community groups, health service providers, other human service organizations, professional associations, and funding sources and regulatory agencies
15. Communicates tactfully, cooperatively, and effectively with other agency staff members, community organizations, and the public including people from different socioeconomic, racial, and ethnic, lifestyle and cultural backgrounds.
16. Assists the WIC Nutritionist with:
  - a. Implementing WIC program policies, procedures, and standards of care.
  - b. Planning and adjusting staffing, scheduling of services, and coordinating the schedule of services into WIC MIS.
  - c. Supervising and training the WIC Nutrition Assistants (WNA) to receive and maintain state certification for determining participant eligibility; interpreting nutrition service objectives; and, identifying the educational needs of the staff to provide ongoing staff development.
  - d. Planning and conducting regular staff trainings.
  - e. Planning, developing, and preparing for WIC classes and other educational or outreach projects.
  - f. Planning, purchasing, and preparing food for demonstration to WIC clients.
  - g. Collaboration with other professionals and organizations to promote HEAL and breastfeeding among the WIC population. Participates on committees and collaborative groups as requested by the Program Director.

*Job descriptions are intended to be illustrative only; they are not designed to be restrictive or to define each and every assigned duty and responsibility. In an organization of this nature, each employee is expected to perform such duties as necessary to fulfill the stated goals of the agency.*

## **MINIMUM QUALIFICATIONS:**

### ***Knowledge of:***

- the principles and methods of implementing a public health education program;
- lifecycle nutrition needs;
- common medical nutritional risk factors in pregnant and breastfeeding women and small children;
- motivational interviewing and education techniques;
- local community resources available; and
- communication and conflict resolution strategies.

### ***Ability to:***

- teach HEAL education to WIC clients;
- train paraprofessionals in policies and procedures of the work;
- assign, direct and review the work of others;
- read and interpret complex procedures and regulations;
- utilize computer applications, including WIC MIS, Word, Excel, Power Point and social media; and
- work independently, organize work, and set priorities.

## **MINIMUM REQUIREMENTS:**

- Must hold one of the following credentials and have work experience in a public health or community service organization:
  - BA/BS in nutrition, or a BA/BS degree in a related field and equivalent experience.
  - DTR (Registered Dietetic Technician) and equivalent experience.
- Bilingual Spanish/English required, biliterate preferred.
- Must have some experience that demonstrates good verbal and written language skills.
- Must have experience and demonstrate skill in working directly with people, and in communicating in a culturally competent manner with an understating of excellent customer service principles.
- Must demonstrate an interest in public health, life cycle nutritional needs, in learning about common nutritional risk factors for pregnant or breastfeeding women and small children, and in providing learner-centered education to WIC clients.
- Must be able to perform basic arithmetic calculations.

## **OTHER REQUIREMENTS:**

- Must be able and willing to work at a computer station for full work days, use the internet, and email for work related information and communications.
- Must be able and willing to work on a telephone for full workdays.
- Must be able to lift up to 20 pounds easily and routinely.
- Must maintain state WNA certification for determining client eligibility.

- Must have a valid CA Driver's License, have access to drive a motor vehicle incidental to the performance of the work and be insured.
- Must be willing to work at Watsonville, Santa Cruz, and Ben Lomond WIC sites, as assigned.
- Must be willing to work some evening and occasional weekend hours.
- Must pass a criminal background check and maintain a clean record.

**RATE OF PAY AND HOURS:**

- This is a limited term, non-exempt, 20-40 hour/week position, depending on candidate's availability.
- The entry rate of pay for this position is \$15.91-\$18.18/hr depending on experience (plus a \$.40/.10 per hour bilingual/biliterate differential after passing a test administered by the HR Department).
- Regular on-site attendance is required.

**UNION:**

The Education Specialist position is represented by the SEIU bargaining unit.

**BENEFITS:**

- Paid holidays and sick leave, pro-rated.
- Paid lunch if applicable.

**TO APPLY:**

- Please submit your Community Bridges application by email (hr@cbridges.org), fax (831-688-8302) or in person.
- Resumes can be submitted but will not be accepted in lieu of an employment application.
- The application may be downloaded at: <https://communitybridges.org/employment/>
- If applicable, please submit any college transcripts, licenses, and/or certificates as an attachment to your application.

**COMMUNITY BRIDGES IS AN EQUAL OPPORTUNITY EMPLOYER.**

**Applicants shall not be discriminated against because of age, ancestry, color, religious creed, denial of Family and Medical Care Leave, disability (mental and physical), marital, familial or parental status, medical condition, genetic information, military and Veteran status, national origin (including language use restrictions), race, sex (which includes pregnancy, childbirth, breastfeeding and medical conditions related to pregnancy, childbirth or breastfeeding), gender, gender identity, and gender expression, political affiliation or sexual orientation.**