



# TOTAL CARE SERVICES, INC.

*Helping Others Meet Life's Challenges*

**Position:** Community Outreach Specialist (COS)

**Reports To:** Director of Supports Planning

**Work Schedule:** 8:00am- 5:00pm (flexible as needed)

**Status:**  Full-time       Part-time       Consultant/ Contract

Exempt       Non-exempt

## SCOPE OF POSITION:

The Community Outreach Specialist (COS) will oversee the planning and implementation of all community outreach strategies for the Comprehensive Case Management and Supports Planning Services program. The COS will represent TCS in the community, identify and aggregate community resources, and build awareness and engagement of available services and supports. The COS will collaborate proactively with program staff to develop partnerships and create/update the resource directory for the Comprehensive Case Management and Supports Planning Services program specific to the various jurisdictions or service areas across the state of Maryland.

## ESSENTIAL JOB FUNCTION AND RESPONSIBILITIES:

- Establish and maintain partnerships with stakeholders, such as schools, churches, and other community-based organizations, providers, local health departments (LHDs), and Maryland Access Point (MAP) locations to foster community engagement.
- Develop partnership agreements with community stakeholders, such as MOUs and letters of support.
- Work collaboratively with providers, community organizations, and government partners to identify new resources for medical, social, health services, behavioral services, adaptive equipment, and other services and supports.
- Develop and maintain an online directory of resources for the program on internal network and collect print materials as available from LHDs, MAPs, and other community partners to share with program staff and participants.
- Develop and deploy surveys to collect data on community resources, participant satisfaction and other metrics
- Researches, reviews, recommends, and collects outcome measurements for internal and external programs to improve utilization
- Develops monthly reports on outreach efforts, ensuring outreach efforts are targeted across the state of Maryland. Report findings to managers
- Maintain a monthly calendar of outreach activities, including community events, such as fairs, webinars, workshops, appearances, and other communication opportunities.
- Ability to establish and maintain professional, working relationships, respond in accordance with TCS mandated timeframes, and use independent judgment and initiative to access services;
- Collaborate as the new agency/program begins work with the participant
- Manage the approval process and procurement of print and digital outreach and educational materials for distribution to program participants and community partners
- Collaborate with other staff in the organization to contribute content as needed for digital platforms, including social media and organization's website, as well as print publications, including flyers, brochures and newsletters

## COMMUNICATION:

- Effective written and oral communication skills
- Ability to coordinate and facilitate events and meetings using virtual communication
- Exchange information using tact and persuasion, as appropriate
- Ability to professionally, diplomatically and effectively work with the public and stakeholders to achieve the mission of the agency



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## **DECISION MAKING:**

- Exercise safe and sound decision-making, representing Total Care Services, Inc. in a professional manner at all times
- Refrain from personal and professional activities which may result in a Conflict of Interest and/or negatively impact the organization
- Access regulations, policies and procedures stored on secure intranet and adhere to all requirements and updates as they are made
- Ensure that any files shared digitally are shared in a manner that is secure and compliant with HIPAA guidelines
- Obtain proper disclosures and authorizations prior to sharing information internally or externally
- Must be responsible, reliable, accountable and able to carry out job functions independently and within a team structure

## **KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge and understanding of Maryland regulatory agencies' policies and regulations; ability to stay abreast of changes to state policies and regulations to programs and incorporate changes as needed into planning of outreach efforts, events and development of digital and print resource materials.
- Knowledge of resources available for participants with complex medical and/or behavioral health needs, older adults and/or adults, children, and youth with disabilities, including private, public, non-profit, local, regional, and national entities.
- Knowledge of public health issues and access to Medicaid and Non-Medicaid community resources and services to support participants
- Highly organized with the ability to multi-task, prioritize work, and meet deadlines while producing quality results with attention to detail.
- Proficient in using Microsoft Office, working in collaborative, HIPAA-compliant virtual spaces with the ability to learn new technologies.
- Must be able to learn new technologies, including software tools to design print and digital materials for programs and events
- Familiarity with principles of data review, reporting, and practices related to recordkeeping
- Must be resourceful to and employ critical thinking skills to identify resources that transcend barriers and overcome challenges
- Ability to operate in a highly dynamic environment with a wide variety of programmatic/technical challenges
- Must be professional, engaging, energetic, service-oriented, dependable, flexible, with demonstrated strong work ethic
- Able to be an independent worker who requires minimal supervision to fulfill the job duties assigned
- Perform all duties described, and others as required, in alignment with the mission of the organization

## **QUALIFICATIONS:**

- Must be a licensed driver with reliable transportation, valid insurance, and good driving record
- Must be flexible, able to work from home and/or community across the state of Maryland
- Must be able to work evenings and weekends as needed to lead virtual or in-person events
- Bachelor's Degree in human services field including psychology, social work, sociology, nursing, counseling, sociology, or related field
- At least 2 years relevant previous work experience
- Must be a U.S. citizen or alien who is lawfully authorized to work in the U.S.
- Must be able to pass a criminal background check that is acceptable in accordance with state law

## **WORKING CONDITIONS AND ENVIRONMENT:**

- Must be able to lift up to 30lbs, carry laptop, briefcase, folding table, flyers/brochures for events, etc.
- Must be able to drive to and from meetings and events in the community across the state of Maryland



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- Must be able to sit to input data into the computer
- Reaching, pulling, pushing and bending
- Walking up and down stairs
- Must maintain access to secure and reliable internet

**SIGNATURE BLOCK:**

This document describes the essential functions and qualifications for the position. Your signature indicates that you have read the position description and understand the essential functions and qualifications of the position.

\_\_\_\_\_  
Employee Name (**Print**)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Employee Name (**Signature**)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Human Resources Director (**Signature**)

\_\_\_\_\_  
Date