

Health Literacy Communications Associate Job Description



Position:	Health Literacy Communications Associate – Bilingual, Spanish
Last Revised:	January, 2022
Job Status:	Non-Exempt; Full-time
Reports to:	Program Manager
Supervisory Responsibilities:	No
Language Requirement:	Bilingual in English and Spanish... reading, writing, and speaking

ROLE OVERVIEW

The NALHD Health Literacy Communication Associates will join a supportive and fast-paced work environment at our nonprofit professional association that serves local health departments across Nebraska. Health Literacy Communication Associates are based in Lincoln. They are part of our growing effort to significantly ramp-up local health department’s capacity to communicate health-related messages (including about COVID-19) effectively and quickly to all Nebraskans... no matter who they are, what language they speak, or what community they live in. We are especially interested in developing a team of Health Literacy Communication Associates who are ready to work together in an ongoing effort to communicate critical public health information in several languages.

NALHD is a collaborative organization. Staff at all levels are engaged in solving the challenges that face NALHD and the local health departments we serve. We encourage staff to explore and generate fresh ideas and innovative approaches to their work and to that of the organization.

The Health Literacy Communication Associates are responsible for developing and implementing culturally and linguistically appropriate communication plans and assets targeting communities that have been impacted by the COVID-19 pandemic. Duties will also include...

- Supporting communication activities at all levels of the NALHD Organization—working with the Executive Director (ED), NALHD staff and contractors, the NALHD board of directors, local health departments (LHDs) statewide, and other stakeholders.
- Developing relationships and acting as a liaison with member organizations of the Cultural Centers of Lincoln (CCL) including El Centro de las Americas, Malone Community Center, Asian Community and Cultural Center, Good Neighbor Community Center, the Indian Center and the Ponca Tribe of Nebraska.
- Working with the Program Manager, member organizations of the CCL, and additional community partners as appropriate to develop health literate communication plans and assets.
- Facilitating user groups in coordination with member organizations of the CCL and additional community partners as appropriate to develop and test health literate communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop health literate communication assets:
 - Create/design multilingual and culturally appropriate health literate social media assets that can be shared with member organizations of the Cultural Centers of Lincoln (CCL), additional community partners, and local health departments promoting disease prevention and health behaviors and in support of OMH program goals.
 - Design health literate infographics in support of OMH program goals to be shared through NALHD and partner social media channels.
 - Develop other assets and opportunities (video, audio) as appropriate to ensure messages are delivered to, accessed, and understood by diverse audiences
 - Closely monitor CDC, local, and state guidance on public health topics (including COVID-19) to ensure timeliness and accuracy of communication assets.
- Support website and in social media monitoring, content development, and updates.
- Coordinate logistics and provide on and offsite support for in-person and online meetings, webinars, and events.
 - Facilitate and produce meetings, webinars, and events as needed.
- Proofread and edit copy to ensure proper grammar, spelling, syntax and style in English and in target language.
- Participate in ongoing, funded, training related to and in support of their role as part of the equity-focused grants that support these positions.
 - Attend annual IHA Health Literacy and American Public Health Association conferences, either in person or virtually, as approved and determined by the Program Manager and Executive Director.
 - Attend and actively participate in regularly scheduled trainings related to the position in support of increased health literacy expertise and knowledge.
 - Support and participate in the annual Nebraska Public Health Conference.
- Other duties as assigned.

REQUIREMENTS:

- Strong written and oral communication skills, with knowledge of grammar and style, in Spanish and English.
- Self-motivated, highly professional, creative, flexible individual who takes initiative. Ready to excel at designated tasks and to help with overflow work from specific projects, as needed.
- Interest in Public Health.
- Ability and poise to work well with all levels of internal management, staff, board of directors, as well as outside clients and stakeholders.
- Excellent interpersonal communication and organizational skills.
- Familiarity with the Microsoft Office Suite and comfort with learning other technology tools used by NALHD.
- Trust-worthy with confidential and sensitive information.

- High school diploma or international equivalent.

PREFERRED EXPERIENCE:

- Experience as translator/interpreter.
- Web and graphic design skills.
- Experience with design tools including Canva and Adobe Suite.
- Experience with online tools for collaboration and social networking including: OneDrive, Basecamp, Docusign, Facebook, Instagram, and Twitter.
- Bachelor's Degree or higher.

LOCATION:

This position is based at the NALHD office in Lincoln, Nebraska. The individual will primarily work on site unless prior approval is granted by the Executive Director. This position requires limited in-state travel as well as out-of-state conference and training travel. Some overnight stays will be necessary.

TIME-COMMITMENT:

The NALHD Health Literacy Communication Associates position is full time, hourly, 40 hours/week.

WORKING CONDITIONS & PHYSICAL EFFORT:

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. While performing the duties of this job, the employee is regularly required to sit; use hands to handle or feel and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stand; walk and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Signature of employee upon hire

Date