

# Cherokee Elder Care

**Job Title:** Community Outreach Coordinator  
**Prepared:** 11/8/2010,  
**Revised:** 09/11/2018, 08/06/2019, 12/30/2020, 04/20/2021  
**FLSA Classification:** Exempt  
**Supervisor:** Intake & Marketing Manager\*\*  
**Other:** Safety Sensitive Position  
(\*if position is staffed by an RN it will be co-supervised by the Chief Nursing Officer)

**Approval:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## Job Summary

The **Community Outreach Coordinator** is responsible for establishing and developing new community contacts and maintaining current relationships.

## Essential Job Functions

- Identify and follow through with marketing event opportunities by attending and/or setting up informational booths at community events/functions, health fairs, job fairs, holiday events, etc.
- Stay current in outreach efforts by keeping marketing information, brochures and fact sheets available in community businesses, churches and service agencies within the pace service area.
- Share information to community groups, families and individuals.
- Stays aware of the services and market strengths of other aging service providers as well as their marketing tactics.
- Maintains consistent, ongoing contact with existing and potential referral sources.
- Provides information and referrals as appropriate to all PACE inquiries.
- Coordinates intake and assessment process for potential PACE enrollees.
- Accepts initial referrals, inquires and arranges for initial interview of potential participants.
- Adjusts schedule as needed to meet the needs of the potential participants to provide and obtain initial intake information; this information may be provided at Cherokee Elder Care, in their home, hospital or other settings as part of the intake process.
- Presents intake information to the Cherokee Elder Care team during morning meetings and sets up the potential participants first day of the three day assessment in the absence of the UCAT RN.
- Works with the Department of Human Services PACE caseworker in assisting the potential participant and/or family to obtain necessary documents and financial information for Medicaid and Medicare purposes.
- Advocates for participant/ family members who may be unable to act on their own behalf to protect themselves or their rights.
- Collects and maintains necessary data in the electronic health records in order to generate reports as required by PACE model and Cherokee Elder Care.
- Assists the UCAT RN with recertification of medical eligibility within the scope of practice as needed
- Participates in the interdisciplinary team process as needed.

- Maintains strict confidentiality of all participant information.
- Requires **regular** use of personal vehicle for business purposes.
- All other duties assigned by ***Intake & Marketing Manager***.

### **Core Job Functions for All Staff**

- Attends and participates in staff meetings, in-services, projects and committees as assigned.
- Adheres to and knowledgeable of CEC policies, practices and procedures.
- Accepts assigned duties in a cooperative manner and performs all other related duties as assigned.
- Participates on task groups and committees, including the Quality Improvement Program

### **Working Conditions/Physical Demands**

The working conditions and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Working conditions and physical demands include:

- Ability to walk, sit and stand for extended periods of time.
- Ability to access all areas of the facility throughout the work day.
- Ability to hear, talk, taste and smell.
- Vision ability includes; peripheral, color, long distance, close proximity, depth perception and adjusting levels of focus.
- Ability to lift up to 50 lbs and move people/objects both short and long distances. (Staff are required to obtain assistance when attempting to lift or transfer objects over 50 lbs)
- Ability to move about with reasonable accommodation, reach turn, twist and touch.
- Requires constant hand grasp and finger dexterity; frequent sitting, standing, walking and repetitive leg and arm movements, occasional bending, reaching forward and overhead; squatting and kneeling.
- Ability to communicate verbally with an excellent comprehension of the English language.
- Work environment will fluctuate repeatedly throughout the day. Work is performed both indoors and outdoors in varying weather elements and occasionally inside of a vehicle.
- Working conditions can include exposure to odors, fumes, infections, dust, and dirt; which may be objectionable

### **Knowledge, Skills and Abilities**

- Must have excellent written, oral and interpersonal skills including professional phone etiquette.
- Must have flexibility and personal integrity.
- Must have working knowledge of physical, psychosocial, behavioral and family needs of the elderly.
- Must have knowledge of service area community health and social service delivery systems and aging network.
- Must have knowledge of the Medicare and Medicaid programs and the ability to utilize in determining eligibility.

- Must demonstrate on an ongoing basis the ability to develop and maintain good working relationships with co-workers and department heads while retaining strict confidentiality in all aspects of the position.
- Must have advanced computer skills including 10 key, typing, scanning and emailing while utilizing Microsoft Excel, Outlook and Word.
- Must have experience utilizing office equipment including phone systems, photocopiers and fax machines.
- Must be detail and accuracy oriented and complete tasks in a timely manner.
- Must be a team player with leadership ability.

### **Required Education, Licensure and Experience**

#### **Education:**

- Must have one of the following:
  - Associate's Degree in Applied Science as a Registered Nurse
  - Bachelor's Degree in Nursing

#### **Licensure:**

- Current BLS
- Current Driver's License
- Must have a current State of Oklahoma RN license
- Current Vehicle Insurance in compliance with the Cherokee Nation Motor Vehicle Usage and the CEC Transportation Policy and Procedure.
- A motor vehicle report (MVR) will be completed upon selection. MVR must meet Cherokee Nation Risk Management driver eligibility criteria.

#### **Experience:**

- Must have 1 year of experience with a frail or elderly population.
- Must have 1 year experience utilizing medical terminology.
- Must have 1 year of customer/social service experience.
- Must have 1 year experience utilizing electronic health records.

#### **Employee Health:**

- Must be cleared of all communicable diseases upon hire and subsequently throughout employment.
- Must provide proof of immunizations upon hire and subsequently throughout employment.

#### **Acknowledgement:**

I **agree** to abide by the philosophy, practices, and protocols of the PACE organization.

I **have read** the above ***Community Outreach Coordinator*** job description and fully understand the requirements set forth therein. I meet all the requirements of this position, and I can perform all essential functions of the job. I agree to abide by the requirements set forth in this document.

I **understand** the contents of this job description are presented as a matter of information only and as to Cherokee Elder Care's expectations for this position. This job description is not intended to give rise

to contractual rights or obligations, or to be construed as a guarantee of employment for any specific period of time or for any specific type of work.

Furthermore, Cherokee Elder Care reserves the right to interpret, amend, modify or cancel, terminate or withdraw any or all sections or provisions of this job description at any time with or without notice.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
HR Manager or other CEC representative

\_\_\_\_\_  
Date