Breastfeeding Community Coordinator

Job Description – part-time position responsible for planning, implementing, and evaluating activities associated with the Early Childhood Obesity Prevention Subcommittee to include providing: general oversight for subcommittee activities and associated projects; grant development, submission, management, and reporting; and technical assistance that builds partner capacity to promote and support breastfeeding. The Coordinator will work to develop and implement strategies that will increase breastfeeding exclusivity and duration, especially among low income women participating in WIC and Medicaid, who live in communities of color. Strategies should enhance and strengthen the community system of breastfeeding support by improving the following: 1) partner relationships and coordination; 2) breastfeeding practices in provider offices and practices, home visiting services and programs, child care settings and community based organizations; and, 3) access to local supports, both formal and informal, such as Workplace Lactation Programs and Baby Café®.

Responsibilities:

1. Report to P² Collaborative WNY Director of Regional Quality Improvement, and work closely with the United Way Buffalo & Erie County Director of Health Initiatives and Coalition leadership to implement work plans

2. Work as team member with lead agency staff/administrators to meet program goals

3. Continually broaden expertise in the area of Early Childhood Obesity Prevention, particularly breastfeeding, and serve as resource person

4. Conduct literature/resource reviews to identify best practices for Early Childhood Obesity Prevention Subcommittee

5. Represent Early Childhood Obesity Prevention Subcommittee through professional associations

6. Provide recommendations and support to help maintain a diverse subcommittee membership

7. Serve as Coordinator/Health Planner for Early Childhood Obesity Prevention Subcommittee by coordinating activities such as:
   a. Conduct community health planning activities
   b. Implement activities to advance subcommittee goals, objectives and strategies
   c. Develop instruments and protocols for testing effectiveness of subcommittee strategies
   d. Collect, manage, and analyze community health indicators data
   e. Assist Director in developing health policies related to improved breastfeeding duration
   f. Collaborate with other local, states and national organizations focusing on breastfeeding

8. Develop and implement data collection methods, tools, and evaluation measures for subcommittee activities and associated projects in conjunction with subcommittee members

9. Coordinate and facilitate subcommittee meetings and communicate effectively with members to promote collaboration, negotiation, and problem solving
10. Plan, coordinate, and conduct educational and training activities. Develop training, reference materials, and workshops for subcommittee and community members.

11. Ensure that activities of ECOP and partners are highlighted through earned media outlets.

12. Develop, test and disseminate key breastfeeding messages across ECOP partners and funded projects.

13. Continually maintain and develop content for the subcommittee section of the Healthy Lifestyles Coalition website.

**Qualifications:**
- Masters’ degree or relevant experience in public health or related field such as health education, administration, policy/planning, or in community/organizational psychology; or bachelor’s degree and 5 years of appropriate experience in managing or coordinating a community-based public health or voluntary health-related agency could be substituted for advanced degree.
- Experience with health education programs in community setting preferred.
- Proven ability to work independently.
- Public relations or marketing skills.
- Excellent organizational skills.
- Excellent interpersonal and communication skills.
- Knowledge of the research process.
- Highly proficient with Microsoft Office and general computer skills.

*Please contact Kate Ebersole at: kebersole@p2wny.org*