

Director of Health Promotion
Job Description

Clínica Tepeyac is a community and volunteer-based health clinic in northwest Denver. The main serving population is low-income Spanish-speaking Latino families without health insurance. Clínica Tepeyac offers clinical and educational outreach services.

Department: Health Promotion
Reports To: David Lack, Executive Director
FLSA Status: Exempt
Prepared Date: January 26, 2009
Approved By: David Lack, Executive Director
Approved Date: March 6, 2009

GENERAL STATEMENT

This position description incorporates the core responsibilities of the job. It is recognized that other related duties not specifically mentioned may also be performed, and that not all responsibilities may be carried out depending on operational needs.

POSITION PURPOSE

To ensure that potential Clínica Tepeyac's clients are provided with the appropriate information about Clínica Tepeyac services, health promotion information, and linked with the program services that best meet their needs. The Director of Health Promotion also supports the linkage of Clínica Tepeyac's clients to holistic services and is responsible for increasing the scope of preventive health and educational opportunities.

Program Activities

The Health Promotion department currently holds educational classes and screening for cancer (breast, cervical, prostate, and colon cancer), depression, cardiovascular disease, diabetes, distribution of health materials, and assertiveness education for Latinas. Most education is done in groups.

PRINCIPLE ACCOUNTABILITIES

1. Responsible for overseeing all the aspects of the Health Promotion department and implementing objectives within Clínica Tepeyac's Strategic Plan. This includes the development of new partnerships, assistance with grant writing, supervision of staff, health communications, public speaking, program evaluation, implementation of evidence based interventions, media responses, policy development and budget oversight.
2. The Health Promotion Director is an integral part of Clínica Tepeyac's leadership team which seeks to integrate client care and health promotion.
3. Expected to represent or choose a representative of the Health Promotion team to attend Clínica Tepeyac's leadership meetings, local, state and national

meetings and to take a leadership role with other boards and agencies related to outreach, health promotion and control.

4. Provides culturally competent supervision to the Health Promotion team and volunteers ensuring quality work is performed and Clínica Tepeyac's standards are implemented.
5. Ensures that appropriate training and support is provided to the Health Promotion team and volunteers so that they can successfully complete their roles.
6. Maintain and evaluate all statistics on services and referrals provided by Health Promotion team and volunteers. Assess outcome of services and referrals and provide feedback on how to strengthen the process as needed.
7. Provide a system for Health Promotion team and volunteers to track their work and show connectivity with clinical services.
8. Provide reports as needed to the Executive Director.

COMPETENCIES:

To perform the job successfully, an individual should demonstrate the following competencies:

- **Knowledge, Skills and Abilities** -- Knowledge of health promotion, screening and treatment strategies; experience with clinical/medical settings, traditional western medicine, Latin-American health systems and culture; knowledge of business and management principles involved in strategic planning, resource allocation, leadership techniques, production methods, and coordination of people and resources; ability to set long-term and/or short-term goals, objectives, timelines, and tactical strategies; experience with evidence-based strategies (experience making organizational decisions and implementing practices informed by the best available scientific evidence and/or empirical research); knowledge of the grant writing process, including preparation, research of funding sources, grant packaging, and persuasive writing techniques;
- **Teamwork** – Contributes to building a positive team spirit; puts success of the team above own interest; supports everyone's efforts to succeed; must be able to work well in multidisciplinary team settings.
- **Customer Service** – Strong customer service skills; ability to handle difficult and angry people constructively; savvy enough to interact with physicians and clients.
- **Interpersonal Skills** – Must have excellent written and verbal communications skills and presentation skills; focuses on solving conflict in cooperative manner, not blame; keeps emotions under control.
- **Cost and Time Consciousness** – Must know how to manage a budget and prioritize activities.
- **Diversity** – Shows respect and sensitivity for cultural diversity.
- **Ethics and Professionalism** – Treats people with respect and consideration regardless of their status or position and is accountable for own actions
- **Organizational Support** – Follows policies and procedures established by Clínica Tepeyac; visible to staff, offering support and modeling service behaviors and concern resolution process
- **Safety and Security** – Observes safety and security procedures; reports potentially unsafe conditions; uses equipment and materials properly

- **Attendance/Punctuality** – Is consistently at work and on time, which is predetermined between the employee and the person(s) he/she reports to.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Education and/or Experience

- **Bachelor's degree** in Public Health, Health Education, Human Services, Nursing, Public Administration or closely related field;
- **Five (5) years** of professional experience in health promotion and/or chronic disease management program administration. **Experience must have included:** working with health promotion programs, screening and treatment issues; program evaluation; outreach with Latino communities; supervision of staff; and budget oversight. **Experience must be explicitly stated on application.**
- A working knowledge and understanding of **client/client confidentiality issues and HIPAA** compliance/regulations are essential.

Preferred Qualifications:

- Graduate degree in one of the above-referenced fields
- Prior experience managing health promotion programs and/or case management with Latin communities
- Bilingual in English and Spanish

Conditions of Employment:

- Must be willing and able to travel approximately 20% of the time throughout the Denver metro area to supervise staff and volunteers, attend meetings, conferences, and speaking engagements.

SUBMIT THE FOLLOWING TO APPLY:

- **COVER LETTER:** Submit a cover letter with your application (2 pages maximum) that details how you meet the requirements of the job.
- **RÉSUMÉ** including contact information (your current e-mail address and at least ONE contact phone number).
- **TRANSCRIPTS:** May be requested if you meet the minimum requirements and meet the position's profile.
- **Contact person at Clínica Tepeyac**
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