



Promotor/a Job Description

Job Title: Promotor/a– 30-37.5 hours per week plus benefits.

Hiring Range: DOE - \$55,000-58,500 per year at full-time 37.5 hours per week

Prepared Date: October 24, 2024

Mission Statement of the Grand County Rural Health Network is to work in partnership to advocate for and support the health of our community.

Position Summary:

The Promotor/a is a grassroots community health educator, targeting the Spanish-speaking community. The Promotor/a is responsible for being aware of the health and general needs of our community. The Promotor/a ensures individuals and families in our community are connected to resources, services, and the overall community. Other responsibilities include: identifies community needs, raises awareness of social determinants of health issues identified by the community (e.g. affordable housing, mental health, transportation, etc.); participates in the development, communication, implementation and expansion of community education and access programs. The Promotor/a also works collaboratively with a variety of community partners to ensure equitable access in the target community. Works collaboratively with the Health Navigation Team and Community Engagement Team. Serves as Certified Health Coverage Guide to provide outreach, education, and assistance to individuals and families in enrolling in health coverage. Health Coverage Guide assistance hours increase during open enrollment (Nov-Jan). Travel required in Grand and Jackson Counties.

Supervision Received: Directly supervised by and receives direction from the Health Coverage Program Manager. Receives guidance and support from the Health Navigation Manager for support with clients complex health needs, and works with a team of health navigators. Works collaboratively with the Community Engagement Specialist as the lead community organizer.

Supervision Exercised: None.

Essential Functions:

Health Coverage Guide Functions

- Provide general education to individuals, groups, and businesses about health coverage options available through Connect for Health Colorado, Colorado Connect, and Cover All Coloradans.
- Provide outreach and marketing to Spanish-speaking community members in the two-county region of Grand and Jackson Counties about Connect for Health Colorado, Colorado Connect/OmniSalud, and Cover All Coloradans, the range of public health care programs and private health insurance options, and the availability of help with insurance costs.
- Provide customer service that emphasizes an unbiased, “no wrong door” approach to obtaining health insurance and health care services.
- Meet with and assist individual customers in-person or virtually to support education and enrollment in insurance coverage.
 - Education can include explaining Health Coverage Guide services, reasons to buy health insurance, options for coverage, as well as basic health insurance literacy;
 - Assist individual customers with opening or accessing an account with Connect for Health Colorado, PEAK, or Colorado Connect;
 - Assist customers with applications for getting help with premium and cost-sharing discounts;
 - Provide health insurance literacy education to explain affordability programs, Qualified Health Plans, Essential Health Benefits, and rights when using insurance;

- Assist customers with understanding web-based decision-making tools to help narrow the choices for qualified health plans;
- When appropriate, assist clients in applying for Medicaid, CHP+, and other assistance programs like SNAP;
- Provide post-enrollment support and education to ensure effective use of health coverage.
- Perform accurate data entry, documentation, and program evaluation processes to capture the full range of eligibility, enrollment, marketing, and outreach activities.
- Participate in statewide activities as necessary, such as Connect for Health Colorado's Health Coverage Guide certification training program, to maintain an in depth and up-to-date understanding of public assistance and health coverage programs.
- Participate in Agency Performance Improvement activities.
- Supports grant program management, ensuring targets and deliverables, including marketing and events, are met, contributing to grant reports, and participating in collaboration with partner agencies.
- Other duties as assigned.

Promotor/a Functions

- Provides peer education, care coordination, and support to individuals and families within the Spanish-speaking or immigrant population and other vulnerable communities in Grand and Jackson Counties on designated issues, such as affordable housing, mental health access, health access and system utilization, COVID-19 prevention and vaccine access, navigating the healthcare and human services systems.
- Builds trusting relationships with Hispanic/Latinx or immigrant community members to support individual, household, and collective needs.
- With direction from the Health Coverage Program Manager, facilitates group sessions and discussions on topics identified by community and clients.
- Makes referrals to health and human service agencies and follows-up with individuals to ensure they receive needed services.
- Reduces stigma and other barriers to initiating or continuing to receive support by providing reliable information to both community members and providers.
- Develops relationships with local health care and human service providers to facilitate information sharing and service delivery.
- Serves as a liaison between local health care and human service providers and the Network to ensure all team members have updated service information and to promote trusted relationships.
- Supports overall Network marketing efforts by providing Spanish translation and culturally relevant insight.
- Represents organization in meetings with community partners.
- Participates in advocacy coalitions or groups as interested or assigned.
- Supports community member leadership development and strengthens advocacy skills through education and modeling of effective advocacy.
- Outreach to Spanish-speaking and other vulnerable populations to educate on and ensure access to:
 - Network programs and services, including but not limited to ACHES & PAINS, Patient Navigator, Health Coverage Guide, and Community IMPACT Team.
 - COVID-19 vaccination and other education and prevention opportunities as the pandemic evolves.
 - Emergency response system for such emergencies as wildfires, floods, etc.
- Assists in completing other program goals, evaluation, and requirements, including data entry to comply with grant/contract requirements.
- Support programmatic and organizational fundraising efforts as needed.
- Other duties as assigned or identified through developing and ongoing work.

Experience and Education

- Cultural competency of and/or lived experience as part of Hispanic/Latinx community served.
- Experience in community service or customer service work or volunteering.
- Experience in community work, education, health care, or related field.
- Bachelor's degree or complementary personal or work experience illustrating success working with people from different backgrounds.

Preferred Knowledge

- 1-2 years' experience working directly with the Hispanic/Latinx Community.
- Medical Interpreter Certification, or ability and desire to attain.
- Deep knowledge and understanding of equity and the historic evolution of institutionalized inequities.
- Understanding of the local health care and human services environment.
- Experience in health insurance.
- Knowledgeable of or experience with case management.
- Experience working directly with clients.
- Experience with community organizing.
- Knowledge of Grand County healthcare services and organizations.

Skills & Abilities:

- Must be fluently bilingual in Spanish and English and culturally sensitive to the needs of the Hispanic/Latinx community.
- Direct, empathetic, effective client or customer service.
- A passion for customer service and experience motivating and supporting others.
- Lived experience impacted by social determinants of health, such as geography, culture, language, age, religion, income, sexual orientation, gender identification, etc.
- Demonstrated experience working with others on a team and across agencies or sectors.
- Demonstrated skill in written communication in English and Spanish.
- Demonstrated skill in verbal communication to give direction, provide facilitation, develop relationships, foster collaboration, give presentations, and provide peer support.
- Ability to greet and meet public and professionals in a positive and professional manner.
- Ability to work independently without close supervision in an independent work environment.
- Ability to follow through on assignments and activities as requested in a timely fashion with attention to detail.
- Ability to establish and maintain effective working relationships with people of varying levels of professional and societal power, including but not limited to clients, foundations, health and human service providers, and other partners.
- Ability to respond to a variety of socioeconomic and ethnic backgrounds appropriately.
- Ability to maintain professional demeanor when dealing with difficult individuals and situations.
- Ability to formulate a plan, actions steps, goals, objectives, and a budget to achieve the stated above.
- Skilled in the use of Microsoft Word, Excel, Publisher, PowerPoint software, and Internet.
- Reliable transportation, valid driver's license and insurance required.

Physical Demands: 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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is frequently required to use hands to finger, handle, or feel. The employee is occasionally required to stand, walk, and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is the normal level found in a shared office.
- The organization has COVID-safe policies and practices, including but not limited to virtual work opportunities based on performance and mutual employee/employer agreement.
- Regular travel throughout Grand and Jackson County for scope of work; occasional travel throughout the state for meetings, trainings, and conferences.
- Frequently required to work at a fast pace.
- Requires concentration and creativity.
- Requires regular usage of computer and telephone.

Benefits:

Employees of the Grand County Rural Health Network are also eligible for our benefits program, which includes medical insurance beginning the first day of the month after you start, SIMPLE IRA with employer matching contributions up to 3% of annual salary, vacation time, sick pay, flex hours, 30% working from home, and other benefits which will be described in more detail in both the employee handbook and orientation package.

Trial Period:

New employees will be on a trial period for 90 days, during which you may not take vacation (unless pre-approved at time of hire) or work from home. This is to ascertain, for both you and the company, if this is truly the right fit. During and after this period, your supervisor will closely observe your job performance. Upon completion of the first 90 days of employment, employees become eligible for certain benefits, including accrued paid vacation, and working from home option 30% of the time depending on role and responsibilities.

Core Competencies: The following core competencies are required for this position.

- **Client centered care:** You identify, respect and care about clients' and leaders' differences, values, preferences, and expressed needs. You empathize with their experiences, both easy and hard. Your role is always to coordinate care and look at the big picture, or social determinants of health, and how they impact the client's health and well-being. You listen to, clearly inform, and share decisions with the client. You continuously advocate for disease prevention and management, wellness, and the promotion of healthy lifestyles. You also understand the importance of population health, or the health of the entire community.
- **Medical home approach:** You understand the importance of every person having a medical home, or primary medical, dental, and mental health provider that understands and knows the person. The medical home is patient-centered, comprehensive, and accessible to the client. You know that each client might need something different based on their own philosophies. Similarly, each provider might practice differently based on their philosophies. You work with the client to help them identify an appropriate medical home, and whenever possible a local medical home.
- **No wrong door approach:** You understand that health is more than health care. This is a client-centered approach where you can answer any questions a client might have to navigate the fragmented system of health care and human services.
- **Continuous learning and reflection:** There's always more to know out there, and you're hungry for it. You absorb information from your colleagues, your work, and from keeping up with your field. If something doesn't make sense, you ask questions until it does, and you apply what you learn in your work. You are not afraid to take risks even though it means that you will make mistakes. And you *WILL* make mistakes. You are reflective about your own practice, and give yourself the grace to make mistakes, name them, and learn from them. With your continuous learning and reflection practice, you grow from your mistakes and make yourself and the organization better for it. This practice is encouraged and supported. When you give yourself grace to make mistakes and strength to learn from it, we give you grace and support your strength.
- **Initiative and ingenuity:** You leverage resources creatively to solve problems and dive right in to take a concept from idea to implementation. You often consult with others, but you can also propose solutions in the best interest of the people we serve and the organization and get things rolling without much guidance. You provide timely and complete updates to your supervisor and/or team, even when that means there is little movement. By doing this, you illustrate your initiative and ability to work on a high functioning team.
- **Relationship-building:** Part of your job is connecting with people from many different backgrounds. You find (and even create) opportunities to deepen connections and build authentic, mutual relationships across lines of difference, such as race or other identities. You truly welcome viewpoints that differ from your own, and you're able to "sit with" discomfort when people express themselves in ways that aren't familiar to you.

- **Teamwork:** You actively participate in the work of team by voluntarily taking on different roles and responsibilities. You work cohesively with other team members and encourage the efforts and contributions of others. Together we are better and you always work to lift up your teammates. You communicate clearly and respectfully with co-workers. You ensure that your communication was received and understood, which often means understanding the different styles of communication each person needs to receive information. You assume best intentions in others. You ensure that team goals are achieved through fair and reasonable sharing of responsibilities, opportunities for participation, and adequate resources and other supports. You understand everyone has a role to play and contribute to the team's goals, and you contribute your share. You understand others' skills, experience, knowledge and creativity and consistently speak highly of others to contribute to team spirit.
- **Adaptability and problem solving:** You are always ready to take advantage of unexpected opportunities and address obstacles. You look for the root of both simple and complex problems, so you can seek solutions. You approach work with a spirit of "yes" and adapt as things change, which they often do.