



PACE Yourself for Something Great!

Work with us as El Paso's Only Program of All-Inclusive Care for the Elderly

Position Title:

Outreach Coordinator

Job Location:

El Paso, TX

Position Type :

Regular Full-Time
Non-Exempt



Our mission is to provide the frail senior the Program of All-Inclusive Care for the Elderly (PACE), a patient-centered, comprehensive healthcare delivery system in a community setting that advocates and promotes quality of life, optimum independence, dignity and choices in a nurturing environment.

Our staff are compassionate and observant professionals who strive to improve the quality of life for each of our participants.

BENEFITS

Bienvivir All Inclusive Health offers the following benefits to all 30 hour part-time and full-time employees.

- ✦ **Medical Plan** We pay 100% of Employee Only coverage
- ✦ **Dental Plan** We pay 100% of Employee Only coverage for a comprehensive dental plan with \$0 out of pocket costs for preventative care.
- ✦ **Vision Plan** Provides eye exams and eye wear with a low cost co-payment.

- ✦ **Retirement Savings Plan (403b)** We provide an employer match benefit after one year of service.
- ✦ **Company Provided Life Insurance** Up to \$10,000 with the option for you to purchase additional insurance coverage.
- ✦ **Voluntary Dependent Life** You may purchase life insurance for your eligible dependents.
- ✦ **Paid Time off** we offer PTO hours to all regular full-time and part-time employees

JOB DESCRIPTION

Under the direction of the Marketing Manager, the Outreach Coordinator will serve to advocate and educate the community about Bienvivir and services provided via the PACE model in an effort to generate referrals. The Outreach Coordinator will be responsible for coordination of all formal outreach activities for the organization to include community forums, health, and educational fairs and all other outreach activities deemed relevant to promote Bienvivir. The Outreach Coordinator will support marketing activities and events and assist the Marketing Manager with administrative support and event coordination. The Outreach Coordinator will respond to formal and informal information requests for PACE education to facilitate referrals. The Outreach Coordinator will enter, track, and manage referrals within the marketing Customer Referral Management.

REQUIRED SKILLS

- ✦ Knowledge of marketing/outreach principles with ability to implement strategies that promote Bienvivir.
- ✦ A dependable individual with a strong knowledge base and keen understanding and appreciation of the elderly, the PACE program and Bienvivir.
- ✦ Strong interpersonal communication, written, and organizational skills; public speaking skills and experience.
- ✦ The ability to clearly present to the community the philosophy and basic structure of the PACE model, and the Vision and Mission of Bienvivir.
- ✦ The skill to work collectively and communicate effectively with staff, community contacts, participants and family members.
- ✦ Bilingual; (English/Spanish).
- ✦ Must have proficiency in MS Office applications, desktop publishing and spreadsheet software.

- ✦ Must have the ability to effectively prepare and present information to various groups.
- ✦ The ability to work independently or with others to manage multiple tasks with minimum supervision.

REQUIREMENTS & QUALIFICATIONS

- ✦ High School Diploma; prefer two (2) years of college level work in journalism, public relations, marketing/advertising.
- ✦ Minimum two (2) years' experience in community public relations.
- ✦ Valid Texas Driver's License; Motor Vehicle Driving record check will be conducted.

