



## MERCED COUNTY COMMUNITY ACTION AGENCY

1235 W. Main St., Merced, CA ☐ (209) 723-4565 ☐ FAX (209) 723-1543

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Carole Roberds  
*Board Chairperson*

Brenda Callahan-  
Johnson  
*Executive Director*

### **Regional Breastfeeding Liaison**

#### **WOMEN, INFANTS & CHILDREN (WIC) NUTRITION & HEALTH PROGRAM**

#### **OVERVIEW:**

Under direct supervision of the Breastfeeding Coordinator is responsible for outreach, and breastfeeding promotion for the effective marketing of the WIC program, and community partners' breastfeeding education and support services. RBL provides technical support of breastfeeding friendly practices to local hospitals, health care providers, and other community partners in order to strengthen the support for breastfeeding mothers. The RBL promotes, educates and assists in the implementation of lactation accommodation policy in childcare centers and work environments, establishing encouragement and support of working women choosing to breastfeed. This position will travel as needed in the community. This is a non-exempt position.

#### **ESSENTIAL FUNCTIONS:**

- a. Develop ideas for creative marketing to effectively promote, develop, and deliver breastfeeding support messages through presentations, social media platforms, and written materials.
- b. Develop collaborative relationship with local hospitals, health care providers and Public Health Nurses to improve the support for breastfeeding moms.
- c. Fosters relationships with local community programs focused on maternal health, family health, or infant health.
- d. Develops and implements an outreach and education plan to promote breastfeeding friendly practices and the role of WIC in providing breastfeeding support services.
- e. Creates and develops outreach materials including flyers, poster, and educational tools.
- f. Maintains and updates social media platforms, and WIC website.
- g. Maintains, monitors and organizes the Merced County Breastfeeding Café, including supervising volunteers for the program.
- h. Conducts outreach at local community events including health fairs, job fairs, local fairs and more.
- i. Maintains, monitors and organizes the Merced County Breastfeeding Café, including supervising volunteers for the program.
- j. Creates breastfeeding promotional events in collaboration with other local programs and groups.
- k. Create, promote breastfeeding training opportunities to community partners, health care providers, and hospitals.
- l. Keeps current on state and federal legislative actions affecting breastfeeding and provides advocacy when needed.
- m. Participates in breastfeeding collaborative and works to develop collaborative as needed.
- n. Develops collaborative relationships in the community work environments to promote, educate and implement lactation accommodation policies to improve support to working women.
- o. Attends and participates in Regional Meetings, RBL Meetings and other appropriate groups.
- p. Uses a variety of tools to monitor local, statewide and national breastfeeding rates; compiles, analyzes and interprets data using statistical and research techniques.
- q. Attends all meetings, trainings and conferences as assigned.
- r. Work evening and weekend hours as required fulfilling outreach and education assignments, and perform other duties as assigned.

**EDUCATION/CERTIFICATIO:**

**Education:**

Bachelors of Science or Arts in Marketing, Public Health, Communications, Public Relations or Social Science. Course work in marketing or communication is highly desirable.

**Experience:**

Minimum one year of marketing/outreach/advocacy or social marketing that included responsibility for community service development, such as planning, evaluation, monitoring or coordinating projects; or experience that fostered development of the required knowledge, skills and abilities for the position.

**Knowledge and Abilities:**

Confident communicator and presenter to coach and instruct others.

Plan, organize and make independent judgements, and work independently with little direction.

Plan and coordinate projects.

Analyze and interpret data and make recommendations.

Develop and give presentations, and conduct meetings.

Establish professional working relationships with staff, participants and diverse community groups.

Communicate effectively, both orally and in writing.

Adjust to changes in requirements and work environment.

Effectively present program to general public.

Knowledge of modern office practices and procedures; type 40 wpm, computer literate; accurate maintenance of records and reports. Maintain confidentiality.

**LICENSES AND OTHER REQUIREMENTS:**

1. Valid California driver’s license, current DMV report and proof of minimum California vehicle insurance.
2. Work alternative hours, including occasional evenings and Saturdays, as required.
3. Ability to walk, stoop and squat as needed; be able to lift and carry in excess of 40 pounds on a regular basis and to sit as much as 75 % of scheduled time, performing fine motor manipulation skills such as keyboarding and writing.

**IT IS THE RESPONSIBILITY OF THE EMPLOYEE TO MAINTAIN THE REQUIRED KNOWLEDGE AND ABILITY FOR THIS POSITION**

**DEI Statement of Intent:**

*At Community Action, we commit ourselves fully to the ongoing work of creating a more diverse, equitable, and inclusive community. We enthusiastically embrace the diversity of Customers, communities and employees and seek to do Whatever It Takes to create places where all people feel welcome, equal, heard, and valued. We stand against racial injustice and discrimination of all kinds, including any mistreatment of people based on their race, language, ethnic background, ability, religion, sexual orientation, gender identity, or gender expression. We will make all reasonable accommodations to our policies to be the most inclusive workplace possible. We acknowledge that this is a process and not a destination and will remain committed to regularly evaluate and redefine our Statement and our efforts to make progress.*

**SALARY RANGE:**

<b>71.0</b>	26.16	27.48	28.86	30.31	31.83
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**HOURS:** 40 hours per week, usually 8:00 AM – 5:00 PM

**JOB SITE:** Merced WIC

**APPLY AT:** MCCA, 1235 W. Main St. Merced – APPLICATION, TRANSCRIPTS AND RESUME A MUST

**DEADLINE:** Open Until Filled

**THIS IS NOT A COUNTY POSTION**