



Promotor/a

Promotor/as will organize and coordinate various community events to engage with members and leaders of the Hispanic communities in Northern Colorado to deliver education, outreach, and in-person assistance related to health coverage enrollment. **Promotor/as** report to the Program Manager.

Knowledge / Skills / Abilities

- Bilingual (Spanish language)
- Strong written and verbal communication skills (bilingual preferred)
- Demonstrative Active listening
- Strong customer service skills
- Multi-tasking, ability to prioritize, and ability to handle multiple priorities while working under firm deadlines
- Computer skills including MS Office and on-line scheduling system
- Cultural Competence
- Positive and professional demeanor with colleagues and the public
- Ability to work effectively in groups and independently
- Basic knowledge of health insurance and health service delivery
- Ability to gather and interpret data
- Ability to understand and communicate complex policy and insurance jargon into plain language
- Basic knowledge of community resources and ability to coordinate referrals internally and to partner organizations
- Must be free of conflicts of interest, including payments and incentives from insurers or industry
- Must maintain strict confidentiality and privacy standards
- Strong Presentation skills
- Reliable transportation and a valid driver license and insurance

Education or Formal Training

- HS Diploma or GED Required

Licensure/Certifications

- Valid Colorado Driver License and Insurance required

Work Environment Physical Requirements

- Frequent contact with the public by phone and in person
- Sitting for periods of time while utilizing a PC or laptop
- Standing for periods of time on uneven ground at times
- Walking for periods of time on uneven ground at times
- Climbing up and down stairs
- Bending and reaching
- Lifting up to 30 pounds
- May be exposed to weather elements such as heat, rain, snow, etc. during member engagements
- Work in close spaces within proximity to other staff, noise, and discussions

Job Responsibilities:

- Organize and coordinate educational and outreach events in an effort to increase health coverage enrollment and improve health insurance literacy across Northern Colorado
- Develop or adapt marketing efforts to target members of the Hispanic community (including materials, radio ads, social media campaigns, etc.)
- Target integrated clinic-community health patients with specific disease management needs, including diabetes, to increase health coverage and health insurance literacy among this population
- Target hard-to-reach populations with virtual enrollment platforms and virtual education opportunities, as needed
- Travel in and around Weld, Larimer, and surrounding Northeastern counties at various public outreach and engagement events
- Create presentations that support strategies to address community health equity priorities and address concerns
- Collaborate with network and community partners to make referrals related to additional services and assistance customers may need
- Facilitate courageous conversations applying a knowledge of social justice and health equity principles
- Refer customers with appeals, grievances, and complaints to the appropriate agency
- Make referrals and connect to appropriate NCHA programming, government, and community resources as needed
- Maintain timely, accurate, and complete records of program activities and statistics
- Provide translation assistance, as appropriate

Other Duties as Assigned:

- Provide assistance as designated by leadership to support the overall goals of NCHA
- Provide input into development of policies and procedures and be accountable for adhering to them
- Compliance with all NCHA programs to exercise due diligence to prevent, detect, and report unlawful or unethical conduct by fellow co-workers, professional affiliates, and/ or agents
- Participation in ongoing performance improvement activities
- Provide oversight to students or guests wanting to learn about the organization
- Other duties as needed to meet demands of the organization (may include flexing or changing job location)

The above job definition information has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Job duties and responsibilities are subject to change based on changing business needs and conditions.

The North Colorado Health Alliance was incorporated as a 501(c)(3) non-profit organization in 2002. The Alliance, based in the town of Evans in Colorado's Weld County, is a creative and strategic collaboration of partner organizations that are dedicated to cultivating the health of the communities they serve.

At the Alliance, we recognize that health does not begin or end with medical, dental, and behavioral health services. Health also depends on features of the built environment and on a variety of social determinants that make it harder for many to resist the chronic illnesses of our times. Thinking globally, the Alliance acts locally and creatively to convene, integrate, and support community partners in our common effort to make northeastern Colorado the healthiest region in the healthiest state.