

Job Description: Community Development Specialist

The United Way-Sacramento Area, based in Sacramento CA, seeks to hire a Community Development Specialist for an HIV prevention project, funded by the U.S. Centers for Disease Control and Prevention (CDC). The CDC's Prevention Marketing Initiative (PMI) combines a variety of social marketing, health promotion, and community outreach methods into a comprehensive pilot program to prevent sexual transmission of HIV among young people age 25 and under.

Sacramento is one of five US communities participating in this pilot HIV prevention program. For the past year, community participants in Sacramento have been planning this program, and they have identified a target audience of young people, 14-18 years old.

The Community Development Specialist in Sacramento, under the direction of the Project Supervisor, will actively support local community-based committees and work groups as they develop and then assist in the oversight implementation of a targeted prevention marketing plan to reduce transmission of HIV among the target audience. This person will coordinate and facilitate the ongoing involvement of local work teams, advisory and steering committees in the planning and implementation process, facilitating community involvement in development of the local HIV prevention plan, implementation of the prevention activities, youth involvement, issues management, and other PMI –related activities.

Responsibilities:

Responsibilities include, but are not limited to, the following specific tasks:

- ❑ Work as a team member with the Project Supervisor, Social Marketing Specialist, and other PMI staff and subcontractors to meet PMI goals and objectives
- ❑ Lead community development activities to facilitate community involvement, community partnerships and participatory social marketing. Oversee the ongoing involvement of local work teams, advisory and steering committees in the planning and implementation process
- ❑ Perform community development outreach activities, including:
 - Recruiting new volunteers and supporters for PMI
 - Building alliances with other community organizations
 - Developing and maintaining community involvement in the activities of the PMI project
- ❑ Provide support for all committees and work teams, including:
 - Schedule meetings and issue invitations
 - Work with committee chairs to develop and produce agendas, meeting handouts and other necessary written materials
 - Assist in conducting and reporting on all meetings
 - Develop and distribute summaries of key actions taken and distribute to all members
- ❑ Oversee implementation of the local youth involvement activities and supervise the youth coordinator

- ❑ Participate, with the local PMI staff, national partners, and local community committees, in the development of a local prevention marketing plan to prevent sexual transmission of HIV among the identified target audience
- ❑ Assist in identifying training needs and provide logistical and technical support to implement training and other types of technical assistance to community committee members, collaborators, and subcontractors
- ❑ Assist in local prevention marketing technical efforts to facilitate the community's efforts to develop its final prevention marketing plan
- ❑ Assist in identifying and selecting local subcontractors with PMI staff team and PMI Community Council members
- ❑ Assist in the local implementation process in collaboration with PMI staff members
- ❑ Assist the Social Marketing Specialist in project monitoring activities, including facilitation and problem solving activities regarding local subcontracts
- ❑ Prepare and/or edit reports and other documents as required, and contribute ideas, information, materials, or review comments to strengthen PMI documents or publications.

Skills and Qualifications

- ❑ Minimum 3 years of experience in community-based activities, including community development, community involvement, and/or youth involvement
- ❑ Demonstrated abilities to implement programs involving complex relationships among organizations and individuals, and to interact effectively with local and national clients, colleagues and communities
- ❑ Strong knowledge of and links to the Sacramento area community, including HIV/AIDS organizations, community-based organizations, youth-serving organizations, business community representatives, religious community, civic organizations, preferred
- ❑ Experience working in the field of HIV/AIDS communication and prevention strongly preferred
- ❑ Abilities and experience in social marketing, marketing, public relations, communication, health promotion, or other related fields preferred
- ❑ Demonstrated ability to work independently
- ❑ Basic proficiency in software applications
- ❑ Strong written and oral communication skills
- ❑ Baccalaureate degree in communications, marketing, public health or a related field required, Master's degree in related field preferred.