



Advocacy League

The Massachusetts Family Voice for Children's Mental Health

Email: info@ppal.net
Web: ppal.net

Outreach Coordinator

The Outreach Coordinator is responsible for building relationships with families of diverse cultures and other outreach activities throughout Massachusetts. The Coordinator coordinates these activities with PPAL's network of family support specialists and will strategically promote PPAL's mission and purpose in a wide variety of communities.

Duties:

- Develop and implement activities to increase participation of families from diverse cultures
- Connect to national efforts to effectively reach diverse communities.
- Develop and distribute materials to promote recruitment of families.
- Act as liaison with external community organizations
- Support and guide staff on how to best work with diverse communities.
- Collect and report data on outreach activities

Specific Objectives:

- Provide information regarding CBHI and other assistance to families from diverse communities
- Recruit Family Partners from diverse communities to support workforce development.
- Develop trainings, presentations and materials for families in diverse communities whose children have mental health needs.
- Identify locations and community partners to promote PPAL trainings and orientations.
- Conduct focus groups and other information sessions with families from diverse cultures and report data, as needed.
- Actively seek out and establish contacts and partnerships with statewide behavioral health and other health and human service programs for multicultural populations.
- Provide information from these activities to be included in PPAL's web site, newsletter and other media.

Qualifications:

- Ability to engage in recruitment of diverse family members
- Strong organizational skills
- Strong written and oral communication skills
- Proficiency with computer applications, software and email
- At least 3 years' experience in outreach/organizing strongly preferred
- Demonstrated experience building partnerships and collaborating with diverse community stakeholders
- Access to transportation and valid driver's license
- Some college preferred
- Bilingual and bicultural candidates preferred.

Preference will be given to family members of children, adolescents and adults with mental health needs.

Revised – 8/2016