



309 Hickory Street, Suite 5 // Fort Collins, CO 80524 // 970-221-1615 // www.TheFamilyCenterFC.org

Position Description – Promotora

Description:

Promotoras are responsible for conducting outreach and educational activities to build relationship with the Latinx community and promote awareness of relevant topics and resources, increase access to services, and opportunities for advocacy. Promotoras are skilled and respected community members who work within their community to bring resources, advocacy and needed services. Promotoras strengthen the ability of Latinx communities to identify issues of concern, confront barriers, propose locally defined solutions, inform policies, change organizational practices, and improve individual and community health outcomes.

Reports To: Programs Manager

Classification: Part Time, Non-Exempt, Hourly (Starting \$17-\$18/hour)

ESSENTIAL JOB RESPONSIBILITIES:

Community Outreach, Education, and Partnerships

- Identify potential sites and groups to conduct outreach and education activities and establish appointments with contacts at the sites/groups to carry out outreach and educational workshops
- Maintain communication with the participants in order to provide reminders and encourage participation.
- Attend other community meetings as assigned and appropriate
- Maintain professional relationships with families, funders, and other community partnerships
- Conduct outreach at diverse locations to Latinos
- Conducts listening sessions to gather personal narratives related to relevant topics
- Community education around health, available resources, and advocacy opportunities
- Support the community in understanding key issues and to advocate for themselves, their families and their communities.
- Plan, organize and conduct outreach, education and advocacy activities
- Work in collaboration with agencies and members of the community to bring community voice to inform and influence decisions that impact their lives.
- Support community events when necessary.
- Providing assistance accessing complex systems, support the community in accessing essential basic services such as PPE, food, medicine, financial and legal assistance, etc.
- Prepare the necessary materials for each class including but not limited to: printed materials, attendance lists, evaluations
- Maintain consistent and constant communication with the Program Coordinator and Program Manager regarding all program components including attending meetings with the program team

Data Collection and Documentation

- Collect data (attendance lists, evaluations) to document the delivery of the classes
- Maintain accurate, up-to-date records and files on all outreach and education conducted, including any documentation regarding the requirements for eligibility and compliance with services



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QUALIFICATIONS AND SKILLS:

General Qualifications and Skills:

- Respect and maintain confidentiality of contacts as described in The Family Center/La Familia Employee Handbook. The ability to maintain confidentiality is an essential component of this position.
- Considerable knowledge and commitment to the mission, vision, and values of The Family Center/La Familia
- Understanding of racism, oppression, liberation and commitment to ongoing learning about their dynamics in working with families, particularly families of color
- Passion for social justice, leadership development, education, and advocacy
- Ability to problem solve, to work collaboratively, and to prioritize
- Identify the skills and leadership of the community to create positive change in their own community (work "with" not "for").
- Live in one of the communities in the specified region
- Ability to manage multiple tasks and to develop solutions to problems with limited supervision
- Ability to establish and maintain effective working relationships with various internal and external stakeholders

Education/Experience:

- High School Diploma or GED
- Experience working with underserved populations in an outreach setting
- Completed or enrolled in a Promotora certificate program, or equivalent training and experience

Language and Communication Ability:

- Exceptional communication skills, both verbally and written
- Ability to effectively present information and respond to questions
- Transparent, open, and positive communication
- Positive relationships and collaboration with the Latinx community. Trusted and respected by the community
- Ability to communicate clearly about issues that impact the Latinx community (health topics, resident rights, housing, economic opportunity, barriers to equity...)
- Fluent in Spanish (speaking, reading, and writing). Bilingual in English/Spanish preferred

Financial and Math Ability:

- Ability to record and calculate outreach efforts and program attendance
- Ability to review, understand, and follow basic equations and tables for program eligibility

Computer Skills:

- To perform this job successfully, an individual should have strong knowledge of Word Processing software; Spreadsheet software; Internet software; and Database software including but not limited to; Word, Excel, Outlook, PowerPoint, Mail Merges, and database management



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Physical Demands:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. While performing the duties of this job, the employee is regularly required to sit, stand, walk, talk and hear.

Assist with other assigned duties and tasks as deemed necessary and relevant to the position.

June 2021

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Part Time, Non-Exempt, Hourly**

I have read and understand the scope of work required for this position. I further understand that questions, concerns and clarification regarding any aspect of my employment will be discussed directly with my supervisor.

Employee

Supervisor or Operations Director

Date

Date

To apply, please submit a resume, a letter of interest with experience, or complete a paper job application form. Resumes and letters of interest can be e-mailed to employment@thefamilycenterfc.org. Paper applications as well as resumes can be delivered in a sealed envelope to The Family Center/La Familia at 309 Hickory Street #5, Fort Collins, CO 80524, Monday through Friday from 9am – 4pm.