

## **FUNCTIONAL JOB DESCRIPTION**

### **Program Manager - WIN**

#### **Nature of Work:**

Under direct supervision of the Senior Program Director, the WIN Program Manager performs work at the advanced level by providing coordination of the West Virginia Immunization Network (WIN) for which The Center for Rural Health Development, Inc. serves as the lead agency. The Program Manager works with partners, including the Division of Immunization Services within the West Virginia Bureau for Public Health, to support the goals of WIN to reduce the impact of vaccine-preventable diseases by planning, implementing and evaluating evidence-based strategies to improve immunization rates throughout the state. The Program Manager will build upon past and existing state and community efforts related to vaccination; conduct assessments; facilitate group meetings and training opportunities; coordinate events; advocate for policy and systems changes; increase access to vaccines and improve vaccination rates; and performing other work as assigned. An irregular work schedule and significant in state travel with limited travel to national meetings may be required of this position.

#### **General Summary of Functions:**

This position requires the ability to function as a Program Manager for the WV Immunization Network (WIN). WIN is public/private partnership that works to foster a comprehensive, sustained state and community programs for the immunization of West Virginia's residents against vaccine-preventable diseases throughout their lifespan. A thorough knowledge of the immunization recommendations, evidence-based strategies, and community engagement strategies will be utilized in this position. Additionally, a high level of writing, communication, networking, conflict resolution, negotiation, organizational, strategic planning and coalition-building skills is required for this position. This position requires a person with highly developed interpersonal skills and the ability to facilitate consensus development.

Specific programmatic duties include the development and implementation of an annual work plan for WIN. This entails significant understanding of immunization recommendations and evidence-based strategies for improving immunization rates across all age groups. This will also require close networking and coordination with state level and local partners, including public health professionals, health care providers, consultants and other organizations/individuals. Must be available to work evenings, early mornings and weekends as needed.

RESPONSIBILITIES include, but are not limited to, the following:

#### **WV Immunization Network (WIN)**

- Facilitate strategic planning with the WIN members and collaborating partner organizations/individuals to identify solutions to challenges impacting the uptake

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of vaccinations; establish priorities for WIN; and develop and monitor an annual work plan that moves WIN toward accomplishing its long-range strategic plan.

- Work cooperatively with health care providers, public health, other health-related organizations, government agencies and community groups/organizations in the development of programs supported by WIN;
- Create local and statewide social and traditional media campaigns.
- Establish linkages with community individuals and groups that support policy, systems and environmental change strategies.
- Advocate for improved vaccination uptake by influencing policy and legislation and changing organizational practices.
- Select, maintain and utilize data for strategy development and evaluation of WIN programs;
- Create, identify and review materials necessary for implementing WIN programs;
- Identify, organize and supervise the necessary manpower, including volunteers, to implement programs or trainings offered by the WIN;
- Maintain a record keeping and reporting system relevant and useful for WIN and provides the information needed to report to funders;
- Assist with planning and development of budgets and short- and long-range work plans related to WIN;
- Coordinate state and local events, including the annual WV Immunization Summit, webinars, and other educational opportunities;
- Provide facilitation and administrative duties for WIN committees and workgroups. Duties include grant or contract proposal development, note taking, agenda preparation, follow-up communication, and other administrative functions.

#### **General**

- Demonstrate ability to identify and resolve problems, using initiative and good judgment to reach decisions in support of Center and WIN goals and objectives.
- Support, encourage and hold employees, volunteers and contractors to be accountable for service-excellence attributes.
- Demonstrate analytical ability in preparing work for review.
- Maintain and promote confidentiality and discretion at all times.
- Inspire respect and confidence from colleagues, health care providers, business leaders, government officials and others by keeping well-informed and prepared at all times.

- Express oneself concisely, accurately and appropriately in written, verbal and non-verbal communications.

## **EDUCATION AND/OR EXPERIENCE**

Bachelor's degree in health, public health, or related field with 10 years of related experience OR Master's degree with two years of experience is required. Specific leadership development and/or community engagement experience preferred. Preferred candidate must possess the ability to interact effectively and positively with all levels of staff, Board, partners, and clients; to report information and data accurately; to learn rapidly and adapt quickly to changing situations; and to identify and resolve problems with minimum supervision.

## **KNOWLEDGE, SKILLS AND ABILITIES REQUIRED**

- Demonstrated ability to write clearly and articulately for a variety of audiences.
- Knowledge of public health principles and their application in the community.
- Knowledge of policy, systems and environmental change strategies.
- Knowledge of community organizing.
- Skilled in using software programs to present information effectively.
- Knowledge of media and policy advocacy.
- Ability to effectively communicate with a wide variety of individuals.
- Ability to establish and maintain relationships with businesses, schools, public health agencies, health care providers, community organizations and individuals.
- Ability to act as a resource person and educator.

## **ESSENTIAL DUTIES:**

To perform this job satisfactorily, an individual must be able to perform each ESSENTIAL DUTY satisfactorily. The requirements listed below are representative of the knowledge, skills, physical demands and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform ESSENTIAL DUTIES.

### **Language Skills**

Ability to read, analyze and interpret professional journals, technical procedures and/or governmental regulations. Ability to write general and specific progress reports, business correspondence, and training manuals. Ability to effectively present information - both verbally and through written communications - and

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respond to questions from professionals, clients, business leaders, health professionals and the general public.

### **Professional Skills**

Individual is well versed in public health, leadership and community engagement skills, retains a working knowledge of immunization practices, the health care industry and has a depth of health care experience.

### **Reasoning Ability**

Apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions. Interpret an extensive variety of technical instructions in mathematical or diagrammatic form. Ability to solve practical problems and deal with a variety of abstract and concrete variables in situations where only limited standardization exists

### **Physical Demands**

While performing the duties of this job, the employee is regularly required to use hands to finger, handle or feel. The employee is frequently required to sit for periods of time. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision depth vision and ability to adjust focus.

**Frequent travel throughout the state, periodic travel to out of state conferences, and overnight stays are required. Travel reimbursement provided.**

**Location:** this position is located in the Center for Rural Health Development's office in Hurricane, WV or can be remote work within West Virginia.

**SALARY RANGE: \$45,000- 60,000**