



COMMUNITY LIAISON

As *Community Liaison* for Hospice of Santa Barbara (HSB), your primary responsibility will be to engage new and current partners to maintain forward momentum on all our Community Initiatives. HSB's Community Initiatives focus on meeting a variety of community needs beyond our core programs, with a focus on health equity. Without a doubt, this position will provide you with the opportunity to be a key contributor and influencer to HSB's impact on our community as we transform our community's approach to death and dying and end of life issues.

Among your participation in many of our exciting initiatives, your primary focus will be helping to implement a community-wide Advance Care Planning (ACP) program, components of which include systemic process implementation within our local partners, launching a community-wide Public Relations campaign, leading a team of community facilitators, conducting workshops, and training others. You will provide support in all of these areas with a focus on building our long-term operational objectives by fostering relationships with community, medical, and governmental partners, identifying new business opportunities, organizing and leading workshops, training and coaching volunteers, and serving as an ambassador for the program. An ability to embrace HSB's mission and talk passionately about the importance of Advance Care Planning (ACP) in all our lives, young or old, sick or healthy, is ideal.

To succeed in this position, you must be motivated by social change and its complexities, have strong communication and relationship building skills, be a self-starter with good time management and prioritization skills, have reliable transportation and be open to finding new and innovative solutions to complex problems. This is a full-time position (30-40 hours per week), bilingual in English and Spanish is required.

What You'll Do:

Advance Care Planning (ACP)

- Publicize and encourage ACP curriculum in English & Spanish throughout our community including partner non-profits, health care and senior care settings, and higher educational settings, such as college-based nursing programs.
- Conduct ACP workshops and trainings in English & Spanish in various settings and with different audiences.
- Train and coach community volunteers on the topic of ACP.
- Work collaboratively with the HSB's Volunteer Dept. to provide oversight and guidance of ACP volunteers.
- Participate in annual/ongoing community forums including our Skilled Nursing Facilities (SNF) group, and other HSB sponsored events.
- Utilize personable, relationship building skills to garner buy in from busy professionals.
- Establish ongoing rapport and secure relationships with key community organizers from the public, medical, and government sectors.
- Assist in establishing workflow systems within partner organizations to further our ACP initiative.
- Enhance methods of communications through focused relationships, targeted selection of leadership engagement, and strategic participation in select community projects such as board membership, steering committee, etc.
- Assist in the development of ongoing marketing material and messaging, as needed. This may include brochures, website copy, specialized articles, and other informational materials.



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- Maintain well-documented database of relevant information and prepare reports as needed or requested.

Community Initiatives and Engagement

- Assist in the brainstorming and development of community-wide activities for the purpose of enhancing community relationships, improving client services and programs, and promoting the HSB continuum of care.
- Support the implementation of HSB's new and ongoing community education endeavors including conducting informational presentations on all of HSB's programs and tailoring them to different audiences.
- Attend key community collaborations related to end of life (EOL), Senior Services, SNFs, and health-related events and gatherings with the purpose of establishing a greater community presence for HSB.
- Maintain HSB's community education efforts well documented and prepare reports as needed or requested.
- Assist in administrative tasks related to our Community Initiatives as needed.

What You'll Need (Job Requirements):

- Bilingual (English/Spanish)
- Bachelor degree or equivalent and relevant work experience
- Demonstrated work experience of 2+ years in related work, e.g. health-related, project management, relationship development
- Experience and knowledge of Advance Care Planning is highly useful
- Proficiency in Microsoft Word, Excel, PowerPoint, and Zoom
- Excellent written and verbal communication skills in English and Spanish with the ability to present ideas to groups of people
- Excellent project management and coordination skills, time-management skills and ability to manage multiple deadlines
- Highly motivated, self-starter that is capable of managing multiple/varied tasks and working under limited supervision
- The patience and interpersonal skills needed to perceive and react sensitively to the needs and interests of current and potential partners
- Outstanding communication skills, including the ability to listen well and gently persuade others
- Creativity and marketing skills needed to promote HSB's educational programs to all constituents
- Ability to inspire confidence in HSB's mission to potential contributors, volunteers, staff, professional advisors, and potential donors
- This position requires occasional evening and weekend availability
- Commitment to the internal standard by which we uphold professionalism, further the agency's mission, and work cooperatively and collaboratively as a team

Annual Base Salary Range: \$45,000 - \$65,000

To apply, please send your resume and cover letter to hr@hospiceofsb.org.