



JOB DESCRIPTION

Program Manager

Healthy Start Center for Urban Breastfeeding (HSCUB)

FSLA Status: Exempt

Reporting To: Director of Strategic Initiatives- direct supervisory support, strategic oversight; CEO-some external facing/ strategic stakeholder engagement

Background

According to the World Health Organization, “Breastfeeding is an unequalled way of providing ideal food for the healthy growth and development of infants; it is also an integral part of the reproductive process with important implications for the health of mothers. Review of evidence has shown that, on a population basis, exclusive breastfeeding for 6 months is the optimal way of feeding infants.” Additionally, the American Academy of Pediatrics reaffirms its recommendation of exclusive breastfeeding for about 6 months, followed by continued breastfeeding as complementary foods are introduced, with continuation of breastfeeding for one year or longer as mutually desired by mother and infant. The Healthy People 2020 target for the proportion of babies who are ever breastfed is 81.9 percent; however, according to the Centers for Disease Control “Black infants consistently had the lowest rates of breastfeeding initiation and duration across all study years. Black mothers may need more, targeted support to start and continue breastfeeding.” In Allegheny County in 2012, the health department reported about 55 percent of new black mothers initiated breastfeeding, while 74 percent of their white counterparts did. Additionally, in Allegheny County, women of color who are more likely to deliver low birthweight and preterm babies, and are three times more likely than white women to have their baby succumb to a preventable death within the first year of life.

The *Healthy Start Center for Urban Breastfeeding* is a comprehensive breastfeeding education, support, outreach and advocacy initiative focused on the following outcomes:

- Implement local “STAPLE agenda” for breastfeeding education and support for African American women in Allegheny County;
- Increase the number of Black women who initiate breastfeeding, and who are breastfeeding at six months;
- Increase access to and the number of women of color in Allegheny County trained as peer counselors, Certified Lactation Counselors (CLC) and Internationally Board Certified Lactation Consultants (IBCLC); and
- Support health promoting behaviors, such as early prenatal care, health screenings, chronic disease management, etc.

Duties and Responsibilities

The Program Manager is passionate about maternal and child health and breastfeeding, and shares in a vision of a “new narrative” around infant feeding and improved health for African American women and children in Allegheny County. The Program Manager is responsible for planning and executing on the strategic and tactical objectives of the CUB by educating and engaging community members, providing local and national leadership in advocacy efforts, managing service delivery and supervising staff.

Further, the program manager is required to be on call to support CUB calls in the case no other CLC is available.

- Help to position Healthy Start as a regional leader in breastfeeding promotion, support and protection through innovative program delivery, partnering and meaningful community engagement.
- Act as the key point of contact related to activities of the CUB.
- Interpret organizational, local, state, and federal policy as it relates to breastfeeding and potential impacts to the population served by Healthy Start.
- Manage resources allocated to the CUB—including staff, budget, and program activities.
- Focus on the continual performance and growth of the CUB by meeting and exceeding established benchmarks.
- Identify, nurture, and grow community relationships and collaborations that help the CUB to meet its goals.
- Represent Healthy Start and the HSCUB in local, regional, and national meetings and on committees/working groups as needed and assigned.
- Ensure the most effective integration of breastfeeding programming and supports into all Healthy Start strategies and activities—including Healthy Start’s existing home visiting and community education programming.
- Direct and organize CUB Advisory Committee members and meetings
- Implement agency breastfeeding education curriculum
- Support resource development activities related to the sustainability of the CUB.
- Establish and/or track project objectives, timelines, tasks, and outcomes.
- Maintain reporting related to respective projects and initiatives—including compilation of qualitative and quantitative data for program and grant reporting.
- Manage special projects as assigned.
- Operate a variety of office equipment, i.e., copier machine, facsimile, etc.
- Perform other job related duties as assigned by immediate supervisor.

Qualifications of Position

Must demonstrate a passion for maternal and child health, with an understanding of public health concepts and health disparities. Must have an understanding of the current and historical context of breastfeeding for African American women and within the African American community, with a high level of cultural competence and humility in working with the target population. Preferred candidates will have 3+ years’ experience in providing lactation support; CLC highly preferred but candidates with administrative experience can be supported in obtaining CLC . Must have demonstrated supervisory experience. Administrative and/or project management experience/skills preferred. Must be proficient in Microsoft Word, Excel and Outlook.

Skills and Knowledge Required

- Passion, energy and drive.
- Knowledge of the competencies for lactation support professionals.
- Ability to provide education and direct support to lactating mothers and their supports (partners, other family members, medical providers, etc.)
- Understanding of the tenets of public health and health disparities.
- Attention to detail.
- Excellent organizational, interpersonal, communication (written and verbal), and analytical skills.
- Ability to engage and communicate with stakeholders at all levels.
- Must be able to prioritize and multi-task while working in a fast-paced environment.

- Commitment to developing an understanding of the Healthy Start model.
- Ability to follow instructions, take direction from management and comply with the boundaries of the established policies and procedures, while embracing the importance of contributing new ideas.
- Strong computer literacy (Microsoft Professional Office, Access) and understanding of basic data analytics.
- Ability to meet deadlines and process assignments in a timely and accurate manner.
- Work well under pressure and be able to prioritize and manage multiple tasks.
- Ability to travel within Allegheny County, with occasional national travel.
- Commitment to protecting the confidentiality of employee and agency information.
- Professional demeanor is required as you will interact with persons at all levels within the organization, outside of the organization and community.
- Must possess a valid unrestricted Pennsylvania Driver's License and current and valid unrestricted automobile insurance and be listed as an insured driver.
- Act 33/34 clearances.

PHYSICAL DEMANDS

- The work performed is 80% office work requiring sitting, typing and answering phones, with occasional light lifting, carrying, stooping, standing, bending, walking and filing.
- Intense mental, visual and aural attention is required as the work involves responding to requests, planning or performing work that is at times, can be fast-paced.
- The other 20% of the position is conducted in the field. Candidate must possess the ability to work at locales outside of the office environment.
- Out of town and overnight travel is also required on occasion.

Reasonable accommodations maybe made to enable individuals with disabilities to perform the essential functions.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

Who the person reports to, some coordination with Jada