

DEPARTMENT: Equity, Diversity, and Inclusion
STATUS: Exempt
EXPOSURE RISK: Category III
SALARY GRADE: 50
REPORTS TO: Director of Equity, Diversity, and Inclusion
SUPERVISES: N/A

GENERAL JOB FUNCTION

The Community Engagement Liaison is responsible for reaching specific, diverse, and underrepresented communities to drive and increase support for organ, eye, and tissue donation through the aligned development, implementation and execution of public education, and community outreach and engagement programs with strategic initiatives of the organization. Engage in integration of equity, diversity and inclusion initiatives and activities aligned with organizational culture and community engagement opportunities.

JOB DUTIES AND RESPONSIBILITIES

Develop, implement, and execute an effective public education and community engagement program designed to increase support for organ, eye, and tissue donation in historically underrepresented communities, including but not limited to BIPOC and LGBTQIA+, throughout the donation service area (DSA), MN, ND, and SD.

1. Develop and execute an annual plan outlining goals, action steps, and deadlines in alignment with organizational initiatives and bold aims and maintaining an understanding of applicable metrics and data.
2. Identify and proactively cultivate relationships with community partners and advocates for a shared, respectful, mutual feedback engagement.
3. Cultivate and maintain relationships with key community partners, serving as liaison regarding education and engagement about donation.
4. Engage with key community partners for collaboration and implementation of community education and engagement programs.
5. Facilitate and execute education and engagement activities within historically underrepresented communities, including but not limited to BIPOC, and LGBTQIA+, throughout the donor service area (DSA), MN, ND, and SD.
 - a. Collaborate with Communications Team to ensure community education and engagement activities are promoted through defined marketing communications channels.
 - b. Coordinate LifeSource presence at key community events, engaging Donate Life Ambassadors, or team members, as appropriate.

Engage in integration of equity, diversity, and inclusion practices and initiatives aligned with organizational culture, talent development, and partner engagement.

1. Develop and implement a plan to maintain organizational communication regarding public education and community engagement strategies and goals.
 - a. Ensure regular and appropriate organizational connection to public education venues and community engagement initiatives and activities.
 - b. Internally promote, coordinate and support opportunities for involvement in activities and initiatives.
2. Provide resources, coaching or training for team members interested in sharing the message of donation in their community.
3. Engage community partners and other external relationships for support, communication and engagement of internal training and education opportunities.
4. Coordinate with Communications Team to implement communication campaigns ensuring integration of equity, diversity, and inclusion in focused communities in alignment with programs, strategies, and bold aims.

POSITION DESCRIPTION

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Community Engagement Liaison

- a. Collaborate on the development of appropriate materials for target audiences.
- b. Engage in social media efforts, including Facebook, LinkedIn, website, etc., to support campaigns.
- 5. Strengthen the organization’s efforts to advance a culture of equity, diversity, and inclusion by partnering on internal requests for integration of equity, diversity and inclusion practices, development, training, and engagement.
- 6. Actively engage in initiatives and committees, within the organization, supporting opportunities for team members to freely raise their authentic voices, including affinity groups, presentations, and celebrations relevant to our growing, diverse team member and community population.
- 7. Serve as a representative within the organization regarding education and engagement programs to achieve strategic initiatives and bold aims.

STANDARD RESPONSIBILITIES

- 1. Perform work while demonstrating a commitment to excellence and performance improvement.
- 2. Update clinical (if applicable) and administrative documentation, including electronic systems, with accurate, real-time, appropriate information according to established practices and procedures.
- 3. Represent LifeSource in a professional manner with both internal and external customers, ensuring professional appearance and communication.
- 4. Participate in all appropriate meetings, in-person, on-site, or remote, as defined by leader.
- 5. Routinely share feedback, solutions, and ideas to leadership, including identification of training needs.
- 6. Exhibit outstanding customer service and collaboration skills as required by position.
- 7. Maintain confidentiality and respect of information obtained within purview of position, as defined by policy and procedure expectations and in accordance with HIPAA.
- 8. Demonstrate LifeSource Values (Respect, Accountability, Advocacy, Life, & Innovation) in work behaviors and actions.
- 9. Actively participate on assigned committees, work groups and project teams.
- 10. Execute job responsibilities in accordance with established Standard Operating Procedures (SOPs), Policies (POL), and practices as trained.
- 11. Perform other duties as required and assigned by leader.

QUALIFICATIONS

- 1. Requires combination of education and experience equivalent to 7 years of communications, community organizing, or coordination of strategic community education initiatives.
- 2. Previous proven success working, developing, and maintaining relationships in diverse and underrepresented communities, preferably Native American/Indigenous, Black/African American, Hispanic/Latine/x, Asian, Asian-American, Native Hawaiian & Pacific Islander.
- 3. Proficiency speaking a secondary language preferably in Spanish, Hmong, or Somali preferred.
- 4. Excellent written, verbal, and interpersonal communication skills, including previous experience with public speaking.
- 5. Effective ability to establish rapport and foster collaborative, courageous, and innovative, partnerships via phone, email, or in person.
- 6. Detail oriented and highly organized, self-directed, motivated contributor with ability to function autonomously and in collaboration with a team.
- 7. Ability to establish priorities and take initiative with a desire to improve processes and solve problems.
- 8. Demonstrated ability to exhibit a high degree of quality, integrity, and honor confidentiality of appropriate information including, but not limited to, personal team member data, organizational operations or work

processes, donor and donor family information, contributor details, any financial information and medical or protected health information (PHI) in accordance with HIPAA.

9. Strong working knowledge of Microsoft Office applications.
10. Proven skilled and competent in using technology-based tools such as personal computers and related software, mobile devices, and electronic medical record systems as appropriate for position.

WORKING CONDITIONS

1. Able to work a minimum of 40 hours per week with schedule adjusted to accommodate organizational and community needs, which may necessitate some evening and/or weekend work.
2. Must maintain a valid driver license and have reliable personal automobile to be used with company reimbursement using IRS guidelines.
3. Must be able to travel within the service area (MN, ND, SD) by ground or air.
4. Affected team member in Category III never or rarely have exposure to bloodborne pathogens and do not have a potential for this exposure or handle materials that could spread infection (less than one opportunity per month). Additionally, the team member rarely interacts with staff in patient or donor areas in a hospital or clinic setting while performing their assigned job duties.
5. Frequently lift objects up to 40 pounds and carry short distances.
6. Must be able to follow and successfully complete category immunization, health screening and background check requirements.

Team Member Statement of Acknowledgement and Understanding

Acknowledgement of this job description is performed electronically via Q-Pulse—the LifeSource document control system. A team member’s electronic signature will represent the following statement of understanding:

I acknowledge that I have received and reviewed the job description for my position, and I feel that I can meet the requirements with or without reasonable accommodations. I understand that this job description is intended to describe the general content and requirements of the job and that it is not an exhaustive list of all duties, responsibilities, and requirements of this position. Additionally, I understand the general description of the expectations related to work hours and absences, attached herein, are subject to change based on department and organizational requirements. I understand that LifeSource has the right to revise this job description at any time.

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The following is a general description of the expectations related to work hours and absences. This is subject to change based on department and organizational requirements.

POSITION EXPECTATIONS

Job Title: Community Engagement Liaison
Reports To: Director of Equity, Diversity, and Inclusion
Exemption Status:

WORK

Work Day: Monday-Friday
Hours: 0800-1700
Lunch/Breaks: Self-directed
Overtime: N/A
On-Call: N/A
Flexible Hours: Yes
Flexible Location: No
Weekends: Occasionally
Travel: Yes
Mandatory Meetings: Yes — All Team Meetings, Department meetings
Shift Relief: N/A

ABSENCE

Planned Absence (*Vacation, Holiday, Leave of Absence, etc.*)
Short-term: Leader fulfills responsibilities as able; others hold until return
Long-term: Leader fulfills responsibilities as able; others hold until return
Unplanned Absence (*Injury, Illness, Leave of Absence, etc.*)
Short-term: Leader fulfills responsibilities as able; others hold until return
Long-term: Leader fulfills responsibilities as able; others hold until return

COMMENTS: