

Job Description: Outreach Assistant

Title: Outreach Assistant

Description: Promotes community awareness about the Colorado SHIP/SMP and educates people about Medicare and related health insurance programs.

Supervisor: SHIP/SMP Coordinator

Time Commitment: _____

Responsibilities:

- ◆ Delivers public presentations to a variety of audiences, including Medicare beneficiaries, caregivers, community partners, and health care providers. Presentation topics may include:
 - ◆ Colorado SHIP/SMP, its services, and volunteer opportunities
 - ◆ Medicare, Medicaid, Medicare supplemental insurance, long-term care insurance, or other related health insurance programs
- ◆ Distributes SHIP/SMP materials to community partners including health care providers, places of worship, social service agencies, and media outlets
- ◆ Represents SHIP/SMP at local community events such as health fairs
- ◆ Develops or adapts promotional materials such as flyers, notices, and press releases
- ◆ Assists with the development of new partnerships and other outreach and marketing support, as needed
- ◆ Complies with SHIP/SMP policies and guidelines, including those for confidentiality and documentation of SHIP/SMP activities on required forms
- ◆ Attends basic and update trainings as required

Desired Qualifications:

- ◆ Good written and oral communication skills
- ◆ Strong planning and organizational skills
- ◆ Comfortable with public speaking
- ◆ Active involvement in community groups, associations, and events
- ◆ Marketing, advertising, communications, or public relations background
- ◆ Valid Colorado driver's license and a vehicle with current insurance
- ◆ Confident using the computer and the Internet

- ◆ Access to the Internet and email
- ◆ Ability to get along with others
- ◆ Sensitivity in working with vulnerable populations

Support Provided by the Colorado SHIP/SMP:

- ◆ Orientation to SHIP/SMP, including program site and staff
- ◆ Orientation to outreach, volunteer recruitment, and educational materials
- ◆ Comprehensive initial training program, including resource manuals
- ◆ Regularly scheduled Medicare Navigator update trainings
- ◆ SHIP/SMP Coordinator to assist with scheduling and promoting outreach or educational events
- ◆ All necessary presentation aids and equipment



Developed by the Colorado SHIP/SMP and the Health Assistance Partnership