 MERCED COUNTY COMMUNITY ACTION AGENCY

1235 W. Main St., Merced, CA  (209) 723-4565  FAX (209) 723-1543

MAILING ADDRESS: P.O. Box 2085, Merced, CA 95344-0085

**Regional Breastfeeding Liaison**

WOMEN, INFANTS & CHILDREN (WIC) NUTRITION & HEATH PROGRAM

Carole Roberds

*Board Chairperson*

Brenda Callahan- Johnson

*Executive Director*

**DEFINITION:**

Under direct supervision of the Breastfeeding Coordinator is responsible for providing breastfeeding outreach,

promotion and technical support of breastfeeding friendly practices to WIC health care providers, local hospitals,

and other community partners to strengthen the support for breastfeeding mothers. The RBL promotes, educates and assists in the implementation of lactation accommodation policy in childcare centers and work environments, establishing encouragement and support of working women choosing to breastfeed. This position will travel as needed in the community. This is a non-exempt position.

**EXAMPLE OF DUTIES:**

* 1. Develops a collaborative relationship with local hospitals, health care providers and Public Health Nurses to improve the support for breastfeeding moms.
  2. Develops and implements an outreach and education plan to promote breastfeeding friendly practices and the role of WIC in providing breastfeeding support services.
  3. Create; promote breastfeeding training opportunities to community partners, health care providers, and hospitals.
  4. Keeps current on state and federal legislative actions affecting breastfeeding and provides advocacy when needed.
  5. Participates in breastfeeding collaborative and works to develop collaborative as needed.
  6. Develops collaborative relationships in the community work environments to promote, educate and implement lactation accommodation policies to improve support to working women.
  7. Attends and participates in Regional Meetings, RBL Meetings and other appropriate groups.
  8. Uses a variety of tools to monitor local, statewide and national breastfeeding rates.
  9. Attends all meetings, trainings and conferences as assigned.
  10. Work evening and weekend hours as required fulfilling outreach and education assignments, and perform other duties as assigned.

**EMPLOYMENT STANDARDS: Education:**

Bachelors of Science or Arts in Communications, Marketing or a health related field. Course work in communications and marketing is highly desirable.

**Experience:**

Minimum one year of marketing/outreach/health education/advocacy or social marketing which has included responsibility for community service development, such as planning, evaluation, monitoring or coordinating projects.

**Knowledge and Abilities:**

Develops and give presentations, and conduct meetings.

Ability to work independently, with little direction and cooperatively; establish professional working relationships with

staff, vendors, participants and public.

Communicate effectively, both orally and in writing.

Adjust to changes in requirements and work environment.

Effectively present program to general public.

Plan and organize work; compose clear, concise reports and recommendations.

Knowledge of modern office practices and procedures; type 40 wpm, computer literate; accurate maintenance of records and reports. Maintain confidentiality.

**LICENSES AND OTHER REQUIREMENTS**:

1. Valid California driver’s license, current DMV report and proof of minimum California vehicle insurance.

2. Work alternative hours, including occasional evenings and Saturdays, as required.

3. Ability to walk, stoop and squat as needed; be able to lift and carry in excess of 40 pounds on a regular basis and to sit as much as 75 % of scheduled time, performing fine motor manipulation skills such as keyboarding and writing.

**IT IS THE RESPONSIBILITY OF THE EMPLOYEE TO MAINTAIN THE REQUIRED KNOWLEDGE AND ABILITY FOR THIS POSITION**

**SALARY RANGE:** Salary is dependent upon education and experience + BENEFITS

**HOURS:** 40 hours per week, usually 8:30 AM – 5:30 PM

**JOB SITE:** Merced WIC

**APPLY AT:** MCCAA, 1235 W. Main St. Merced – APPLICATION, TRANSCRIPTS AND RESUME A MUST

**DEADLINE: September 14, 2016 by 5:00 PM**

**THIS IS NOT A COUNTY POSTION 08/16**