



# LAKE COUNTY BUILD A GENERATION

*Building a movement for community health and well-being*

<b>JOB TITLE:</b>	Communication and Evaluation Coordinator
<b>CLASSIFICATION:</b>	Full-time, eligible for benefits. Non-Exempt.
<b>REPORTING RELATIONSHIP:</b>	Executive Director
<b>SALARY RANGE:</b>	\$40,000 to 45,000 per year
<b>BENEFITS:</b>	Medical (variety of PPO options offered), dental and vision insurance (employer covers 75% for employee and dependents); Annual leave including 16 paid holidays, 14 vacation days (accrued), 3 paid personal days, and sick leave (accrued) (with regular increases to vacation accrual based on tenure); flexible schedule; paid professional development opportunities; 401K match up to 6% annually; opportunities to work from home up to 50% time; supportive and innovative work culture.
<b>TRAVEL:</b>	The position requires travel within the State of Colorado and possible travel within the United States. Must possess a valid driver's license.
<b>SCHEDULE:</b>	May require some occasional work at night and on the weekend.
<b>SUPERVISORY RESPONSIBILITY:</b>	No direct reports.

## **ABOUT LAKE COUNTY BUILD A GENERATION:**

Lake County Build a Generation (LCBAG) is a nonprofit organization located in Leadville, Colorado, dedicated to building a movement for community health and well-being throughout the County. The LCBAG team works with community members on the issues that matter most in the community, such as access to food, housing, and childcare. Staff members are passionate about youth, families, seniors, and the success of the community. In November 2019, Lake County was awarded the Robert Wood Johnson Foundation's Culture of Health award for pursuing innovative ideas and bringing partners together to rally around a shared vision of health—based, in part, on the work of this agency.

Lake County Build a Generation has been in existence since 1997, as a project of the Lake County Public Health Agency. It became an independent nonprofit organization on January 1, 2020.



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We believe:

- Health is more than health care: Many factors influence our health, including housing, transportation, education, access to healthy food, and physical activity.
- Inequity is real: Living a healthy life is more easily accessible for some people than it is for others because of the environment in which they live. For example, Lake County residents have only a few local options to purchase healthy food, creating one more challenge to a healthy diet—and lifelong health.
- Inequity is systemic: Shortcomings at the systems-level are not the fault of any individual—they stem from the distribution of wealth and power that has been perpetuated over decades. Where we live impacts more than just our access to healthy food, it also dictates how much residents pay for basic needs and services. For example, although Lake County residents make about 25% less than the national average, we pay 18% more for food.
- Change is possible. We have the ability to change the way we approach health by changing what does not work in our community and identifying/building on what does. By engaging a diverse group of Lake County residents in community change, we will ensure that a healthy life is accessible to all Lake County residents, regardless of who they are or how much they earn.

For our complete theory of change and more information on our approach, please visit our website: <https://lcbag.org/our-approach/>

## **ABOUT THIS POSITION:**

The Communication and Evaluation Coordinator will be responsible for supporting creation of public-facing communications materials that help us tell the story of our organization and its impact including social media (currently Facebook and Instagram), print materials, and email newsletters. The coordinator will also be responsible for participating in the creation of an organization-wide evaluation plan—a process that will start in June 2022 and be led by an expert consultant. After completion of the evaluation plan, the coordinator will be responsible for collecting and analyzing data as outlined in the plan.

Large portions of the position will be spent working with other staff, especially facilitators of active initiatives, but it is also important that the coordinator be comfortable working alone or taking direction from colleagues. Familiarity with different communications platforms is helpful, but evaluation experience is not expected and on-the-job training will be provided.

## **ESSENTIAL FUNCTIONS:**

- **Communication (50%)**
  - Brainstorm and create weekly social media posts with LCBAG staff
  - Generate diverse content representative of the work and culture of LCBAG



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- Create content that is culturally responsive for our community
- Ensure content shared across communication channels is complimentary
- Provide photography support at events and meetings
- Coordinate the creation of coalition-specific and organization-wide communications materials
- **Evaluation (50%)**
  - Participate fully in the creation of a robust evaluation plan
  - Create and maintain an appropriate database for data collection
  - Develop and implement a system of data collection for qualitative and quantitative data
  - Provide regular updates to LCBAG staff about progress towards goals
  - Use evaluation metrics and outcomes to inform communications materials

## **ESSENTIAL QUALIFICATIONS:**

- Ability to communicate complex ideas effectively, both written and verbally
- Understanding of, or willingness to learn about, how communications and evaluation are tied to the success of community organizations and the impact of our initiatives
- Understanding of, or willingness to learn more about, how access to housing, childcare, food, and other social factors impacts health
- Ability to work as part of a team
- Organized, diligent, and able to prioritize a varied workload.
- Experience engaging in systems change, developing, coordinating, and supporting community initiatives
- Understanding of, and willingness to learn more about, systemic racism and how it impacts social determinants of health among communities of color
- Proficiency or willingness to learn Microsoft Word, Excel, Power Point, Adobe Creative Suite, Facebook, Instagram, Hootsuite, Canva, Linktree, Wordpress, and G-Suite
- Knowledge of, and commitment to, the Lake County community—or a passion for developing this knowledge and commitment

## **PREFERRED QUALIFICATIONS:**

- Bilingual in English and Spanish, both verbal and written
- Background in community-based nonprofit work
- Bicultural in Latine and white American culture
- Lived experience with the challenges that LCBAG is committed to addressing (such as accessing affordable housing, healthy food, or childcare).



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## **ADDITIONAL INFORMATION:**

### **EQUAL OPPORTUNITY EMPLOYER STATEMENT**

Lake County Build a Generation provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Lake County Build a Generation has a COVID-19 vaccine mandate in place for all staff as long as the virus is considered a pandemic in Colorado.

### **TO APPLY:**

Please email a resume and cover letter to [noah@lcbag.org](mailto:noah@lcbag.org). All cover letters should address: 1) why you are interested in working at Lake County Build a Generation, 2) why you are interested in relocating to Leadville or Lake County if you do not currently live here, and 3) how your understanding of both health and racial equity influences your approach to communication and/or evaluation.

The position is open until filled, and applications will be reviewed on a rolling basis.

### **QUESTIONS:**

We are more than happy to answer any questions that will help applicants better understand our organization or the position. If you have questions that we can help answer, please reach out to our Executive Director, Noah Sosin at [noah@lcbag.org](mailto:noah@lcbag.org).