



Better Urban Health

OUTREACH SPECIALIST

Job Description: Outreach Specialist

Location: New York City

The Collaborative for Better Urban Health (Better Urban Health) is seeking a passionate and self-driven **Outreach Specialist** to support our mission of delivering quality care management services to children across New York State. This is a field-based role that involves proactive community engagement, targeted outreach, and direct interaction with families, guardians, and service providers to identify and enroll eligible children into our care coordination programs.

The Outreach Specialist will serve as the first point of contact for many families, playing a vital role in expanding access to crucial health and social services. Success in this role requires strong interpersonal skills, cultural competency, and a deep understanding of the community's needs.

About Better Urban Health:

Better Urban Health is a New York State-certified children's health home care management agency dedicated to improving health outcomes for underserved and at-risk youth. Through collaboration with local health providers, schools, and community organizations, we deliver wraparound care coordination services for children with chronic conditions, mental health needs, and developmental disabilities.

Our team of dedicated care managers and outreach professionals work across boroughs and counties to bridge the gap between services and families, ensuring every child has access to the care and support they need.

Key Responsibilities & Performance Expectations

Primary Responsibilities:

- Conduct in-person and virtual outreach to families, schools, shelters, clinics, and community-based organizations to identify eligible children.
- Explain Better Urban Health's care coordination services clearly and compassionately to caregivers and guardians.
- Assess preliminary eligibility using agency-provided screening tools and guidelines.



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- Assist families with completion of enrollment documentation, including consent forms and proof of eligibility.
- Schedule follow-up appointments with care management pre-enrollment team.
- Maintain accurate and confidential records of all outreach and enrollment activities.
- Participate in community events, health fairs, and informational sessions to raise program awareness.
- Collaborate with internal staff to streamline referrals and client intake procedures.
- Meet or exceed monthly minimum enrollment goals (8 clients/month).

Performance Metrics:

- Minimum of 8 successful new enrollments per month (mandated).
- Timely and accurate submission of enrollment documentation.
- Community partnerships initiated and sustained.
- Attendance at required staff meetings and trainings.
- Must receive positive feedback/reviews from families and partner agencies.
- Effective communication and collaboration with care management staff.

Qualifications, Skills, & Working Conditions

Minimum Qualifications:

- High School Diploma or GED required; Associate or Bachelor's degree in Human Services, Social Work, Public Health, or a related field preferred.
- At least 1 year of verifiable experience in outreach, casework, community engagement, client services, or working with children ages 0-21 within New York State.
- Familiarity with New York State's Health Home Serving Children (HHSC) or Medicaid programs is a plus.
- Bilingual candidates strongly encouraged to apply (Spanish, Haitian Creole, Mandarin, etc.).

Key Skills & Competencies:

- Strong communication and interpersonal skills.
- Ability to build trust and rapport with diverse populations.
- Organizational skills to manage time, documentation, and outreach schedule.
- Knowledge of local community resources, schools, clinics, and public agencies.
- Competency with email, digital forms, and smartphone-based applications.
- Cultural sensitivity and a commitment to equitable care access.

Working Conditions:

- Flexible work schedule required; includes some evenings and weekends.
- Travel across designated New York City boroughs or counties (mileage reimbursed/metro card provided).
- Field work and community-based interactions are essential.
- Remote work is acceptable.
- Must be fingerprinted



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- Must pass background check
- Must complete Mandated Reporter Certification.

Reporting Structure:

Reports to: Outreach Manager

Works Closely With: Care Managers, Intake Coordinators, Community Partners

Application Instructions:

Interested candidates should submit a resume and a brief cover letter detailing their experience with community outreach and commitment to child welfare. Applications will be reviewed on a rolling basis.

Submit resumes to: BetterUrbanHealth@gmail.com

Better Urban Health is an Equal Opportunity Employer and is committed to building a diverse and inclusive team that reflects the communities we serve.

