



Public Health

## Bull City Strong

Improving Health Literacy in Durham to Further an Equitable Community Response to COVID-19

### Position Description: Bilingual Health Literacy Program Manager

*Bull City Strong is a community-based initiative to address the increased risk of contracting, being hospitalized, and dying from COVID-19 among Black, Hispanic, and other historically marginalized populations in Durham County, North Carolina. The effort is funded by the Office of Minority Health at the federal level. The Durham County Department of Public Health (DCoDPH) will lead the implementation of evidence-based health literacy interventions to address disparities in health outcomes related to COVID-19. Project aims align with Healthy People 2030 goals to improve health communication; increase access to comprehensive, high-quality health care services; help people get recommended preventive health care services; and promote health and safety in community settings.*

This is a professional level contract position, which incorporates all aspects of health education, including but not limited to community assessment, program planning, implementation, evaluation and procuring funding for program activities. The position manages the Bull City Strong health literacy program within the Health Education & Community Transformation Division.

Areas of work include:

- **Health literacy programs management**  
Ensure oversight of Bull City Strong initiative. Lead implementation of evidence-based health literacy programs. Assist with developing interventions and assuring interventions are implemented with fidelity. Partner with NCCU to assure independent evaluation of Bull City Strong activities and interventions.
- **Financial management**  
Effectively manage all OMH grant funds with support from the OMH Office Assistant. Ensure funds are appropriately spent within funding guidelines and timelines. Ensure contracts are in place and monitored regularly. Complete all financial reporting on schedule.
- **Personnel management**  
Lead and supervise the Health Literacy Team, addressing all individual performance issues, collaborative work across the team, and balancing workloads across team members.
- **Relationship management**  
Build and sustain relationships and partnerships with key stakeholders – both individual community members and community-based organizations across Durham County who are affected by and influence community health priorities.
- **Advance Durham County Department of Public Health priorities**  
Contribute to Departmental, Interagency, and Community activities that support the health and

wellbeing of all residents. Document this work in accordance with NC Local Health Department Accreditation Board and Management for Results.

- **Professional development**

Participate in professional development opportunities that improve job performance or knowledge related to position.

### **Required competencies**

Considerable knowledge of theories, principles and practices of public health education, health literacy, community engagement and health equity. Advanced knowledge of program planning, implementation, and evaluation principals and methodologies. Good interpersonal communication skills and the ability to work effectively with various population groups. Ability to write and speak effectively in both English and Spanish and to stimulate interest and cooperation among various community groups. Significant knowledge of, or lived experience in, Black, Indigenous, Hispanic/Latinx communities and ability to apply skills with cultural relevance and insights that allow for equitable application of health literacy programs outside the dominant culture. Ability to establish and maintain good working relationships with individuals, groups and communities, including those who speak languages other than English and Spanish. Experience with culturally-appropriate development of educational materials in Spanish.

### **Relevant skills**

Budgeting and financial management; fluency in English and Spanish (speaking and written); staff supervision; materials and media development; grant writing and contracts management; computer skills in Microsoft Office.

### **Education and experience required**

Requires a master's degree in public health or adult education; or graduation from a four-year college or university with a major in health education and two years' experience in public health education or a related field; or graduation from a four-year college or university and three years' experience in public health education; or an equivalent combination of training and experience in Health Promotion. A valid NC Driver's License is required.

### **Compensation**

This is a full-time grant-funded position, with guaranteed funding through at least June 2023.

It is initially offered as a contract position with no County benefits provided, and the hourly pay rate established accordingly. \$40 – 52/hour

### **To apply**

Submit application, cover letter and resume at: <https://www.surveymonkey.com/r/BullCityStrong>

Applications submitted by **5 pm on Monday, January 3, 2022** will receive priority consideration.

If you have difficulty submitting an application, please contact Heather Trimarchi, Health Education Office Assistant, at [HTrimarchi@dconc.gov](mailto:HTrimarchi@dconc.gov).