



Employment Opportunity
Text4Caregiver Initiative

Position Title: **Hispanic Families Coordinator**

Hours: Part-time, 25 hours per week

Reports to: Project Director

Location: Ability to work from our Schenectady office preferred, but will consider applicants from across NYS

Grant – Funded Position

Overview and Project Purpose:

Parent to Parent of New York State (www.ptopnys.org) is a family-staffed and led not for profit with nine regional offices statewide. We provide information, referral, and peer support to families raising children with developmental disabilities and special health care needs. Although our primary work has been with parents, we also provide services to siblings, grandparents, and other relative and non-relative primary caregivers. We recognize the contributions of all family caregivers and as such, seek to build a statewide network to reduce isolation and empower families to make informed choices, participate as partners in their children's care, and navigate and influence service systems.

The Text4Caregivers Initiative is an opportunity to develop a contemporary means by which to connect with family caregivers and put their needs front and center. There has been much research over the last decade regarding the impact of caregiving. In a quest to provide proper care to their loved ones, caregivers often lose their identity to their caregiving role and are susceptible to stress, negative thinking and poor health. Informed by an Advisory Council and in partnership with a text-based communications vendor, Parent to Parent of NYS will develop a free to the end-user text messaging service with complementary web-based resources, to include a Care for the Caregiver portal on our website and an online Facebook forum where caregivers can provide peer support. The messaging and resources will focus on caregiver health and well-being, while also serving as a resource to keep them informed on topics of interest.

The texting service will be customizable based on each user's identified needs and interests, with specific messaging and resources created for Spanish-speaking caregivers. The Hispanic Families Coordinator will work in partnership with the Project Director and Fatherhood Coordinator to develop the project and monitor its effectiveness in achieving project objectives.

Counties Served: Statewide

Position Summary:

The Hispanic Families Coordinator will assist with the implementation of the entire Text4Caregiver campaign, with a focus on creating effective messages and resources for Spanish-speaking caregivers.

Specific duties include:

Project Planning, Development and Implementation

Participate in training on use of the text messaging platform and be trained on applicable regulatory requirements regarding text-based communications.

Participate in the creation of a framework for messaging “tracks” to guide implementation of the entire project. Messaging will be customized based on user demographics, key transition points families of individuals with disabilities must navigate, and user interest. This will require a core set of messages to be received by all users and customized content to meet individualized needs. The entire initiative will create a set of 300 messages.

Participate in the creation of a schedule for messaging that will be able to be implemented with each new user.

Develop and curate content for text-based messages to be delivered to Spanish-speaking caregivers who subscribe to the service. Messages will include both text and multimedia content.

Develop and curate resource content targeted towards Spanish-speaking caregivers for use on the Care for the Caregiver portal to be housed on the Parent to Parent of NYS website.

Develop, implement and monitor a Spanish language Facebook group for Spanish-speaking caregivers.

In cooperation with staff involved in the Text4Caregivers project, participate in the creation of a plan to sustain the Text4Caregivers project after expiration of the grant (expected expiration September 30, 2020).

Ongoing Project Evaluation

Support development of a project Advisory Council and participate in their meetings. The Advisory Council will meet three times a year – one meeting will take place in person and the remaining meetings will occur via telephone.

Participate in the development, administration, and review of surveys to determine user needs, desired content and expectations of the service, particularly as they relate to Spanish-speaking users.

Participate in the creation of pre and post use project evaluation surveys and work with the team to be responsive to necessary project adjustments based on this information.

Outreach

Guide efforts to recruit Spanish-speaking caregivers to participate in the text messaging service through the development and implementation of an outreach plan.

Outreach efforts will include building partnerships with agencies and organizations that serve Spanish-speaking families, attending relevant conferences and events, and meeting with families and caregivers to build rapport and establish trust.

Contract Compliance

Assist, as requested, in the creation of periodic reports detailing contract progress, challenges and project data for the project funder, the Developmental Disabilities Planning Council (DDPC).

Participate, as requested, in periodic meetings with DDPC staff to review contract progress.

Skills Required:

- Understanding of challenges experienced by family caregivers, specifically Spanish-speaking caregivers
- Bilingual (English/Spanish)
- Experience working with underserved populations preferred
- Excellent organization, verbal and written communication skills, including the ability to speak to groups, write data-based reports, and properly attribute sources
- Ability to understand and follow regulatory guidance
- Good knowledge of community and state agency supports
- Ability to work independently, collaboratively and flexibly in a start-up project
- Ability to use modern technology platforms (instruction on the text messaging platform will be provided)
- Experience using Microsoft Office and Google applications
- Ability to do internet-based research, run basic computer maintenance and maintain office equipment
- Reliability, consistency, and accuracy

Education, Experience and Other Requirements:

- Minimum of a Bachelors Degree preferred
- Preference will be given to a family caregiver of an individual with developmental disabilities or other special health care needs
- Ability to travel throughout NYS is required
- Attendance at Parent to Parent of NYS' Annual Staff Development Retreat is mandatory

Interested candidates should submit a cover letter, resume, and three references no later than Friday, July 13th to:

Michele Juda
Executive Director
Parent to Parent of NYS
PO Box 9212
Schenectady, NY 12309

or via email to:

Karen Eplite, Administrative Assistant
keplite@ptopnys.org