



Employment Opportunity
Text4Caregiver Initiative

Position Title: **Project Director**

Hours: 35 hours per week, non-exempt

Reports to: Director of Programs

Location: Schenectady, NY

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 and fathers.

Counties Served: Statewide

Position Summary:

The Project Director will be the lead staff person on the project. Working in partnership with the Hispanic Families Coordinator and the Fatherhood Coordinator, and with support from existing Parent to Parent on NYS staff, the Project Director will ensure completion of all project deliverables, monitoring of program effectiveness and user satisfaction, and timely completion of program reporting.

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.

Lead 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.

Lead creation of a schedule for messaging that will be able to be implemented with each new user within the various established tracks.

In coordination with the Hispanic Families and Fatherhood Coordinators, develop and curate content for culturally and linguistically competent text-based messages to be delivered to caregivers who subscribe to the service. Messages will include both text and multimedia content. The Project Director will have primary responsibility for the bulk of the English language messages to be delivered through the service.

Develop and curate English language resource content for use on the Care for the Caregiver portal to be housed on the Parent to Parent of NYS website.

Develop, implement and monitor an English language Facebook group for users of the service.

In cooperation with Parent to Parent of NYS leadership and staff involved in the 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.

Lead the development, administration, and review of surveys to determine user needs, desired content and expectations of the service.

Lead the creation and administration 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

Develop and implement an outreach plan, including the creation of any necessary materials, to increase awareness of the text messaging service. Outreach efforts must ensure the participation of diverse family caregivers, representative of the population, and can leverage the capacity of existing Parent to Parent of NYS staff.

Attend and speak at meetings, workshops, conferences and events to promote the Text4Caregivers service.

Management

Serve as the direct supervisor for the Hispanic Families and Fatherhood Coordinators.

Contract Compliance

Draft periodic reports detailing contract progress, challenges and project data for the project funder, the Developmental Disabilities Planning Council (DDPC).

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

Skills Required:

- Understanding of challenges experienced by family caregivers
- 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
- Experience in project management and staff supervision preferred
- Ability to understand and follow regulatory guidance
- Ability to problem solve and develop workable solutions for challenges
- 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
- 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
- Bilingual (English/Spanish/Chinese) preferred, but not required

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