

Veterans Assistance Commission of Kendall County

Veteran Outreach Specialist (VOS)

Salary/Exempt

\$47,000.00- \$55,000.00

This position is organizationally aligned under the Assistant Superintendent and Outreach Coordinator of the Veterans Assistance Commission of Kendall County (VACKC). The purpose of the position is to increase community awareness of the services that are provided by VACKC.

The VOS is responsible for Outreach Development, Community Partnership Engagement, and the execution of the Outreach Events approved by VACKC Superintendent and Assistant Superintendent/Outreach Coordinator.

The VOS is responsible for maintaining communication with community organizations that support our mission and work with them to develop programming that engages Veterans. The VOS works closely with the VACKC Outreach Coordinator to enhance outreach methods to maximize the growth potential of VACKC. The VOS shall identify outreach opportunities and works in conjunction with the Outreach Coordinator to coordinate staff, generate communication materials, and logistic for Community Outreach Events to maximize Exposure of VACKC to Veterans and their families within Kendall County.

The VOS must have the ability to communicate effectively with diverse Veteran audiences about VA Benefits and Healthcare; works diplomatically with internal and external constituents; applies problem solving techniques; conducts research; plans Community Events; produces professional written and oral presentations; maintains confidentiality of information; keeps abreast of the ongoing changes to the VA which impact our Veterans and our ability to assist them.

The VOS shall maintain and update the Outreach Calendar and ensure all VACKC employees are aware of ongoing events and are participating accordingly. The VOS will provide outreach information to the VACKC social media team for advertising.

Requirements:

Communication and interpersonal relations, including the ability to appropriately and courteously relate to Kendall County Veterans.

-Extensive knowledge of written and oral communication principles and techniques analytical methods, and interpersonal relations practices; and ability to draw accurate conclusions and offer meaningful recommendations in improving aspects of information materials, working with others in achieving mutually beneficial objectives, comfort and skill clearly conveying detailed oral and written program information in a variety of formats, and gathering and reporting public reaction to information programs.

-Ability to comprehend and explain numerous complex government laws, directives, and policies is required in order to provide information to individuals of different cultural and socio-economic backgrounds. A comprehensive knowledge of and ability to interpret the various DoD Military Discharge

Certificates, identification cards and DD214's to determine Veterans' eligibility entitlements to VA benefits as per Public Law 104-262, where the establishment of 8 Priority Groups has been initiated to substantiate the level of priority for Veteran enrollment.

- Knowledge of potential barriers to benefits in order to determine when a Veteran is not eligible for VA care.

- Knowledge of the current application and interpretation of the Privacy Act, Freedom of Information Act, and HIPAA.

- Knowledge of public relations, community relations, advertising, and journalism including media technical requirements and practices. Skill in developing information programs tailored to audiences and realistic conditions to improve public understanding.

- In the performance of official duties, the VOS has regular access to printed and electronic files containing sensitive information, which must be protected under the provision of the Privacy Act of 1974, the HIPAA implementation, effective April 14, 2003 and other applicable laws and regulations. The VOS is responsible for (1) protecting that information from unauthorized release or from loss, alteration, or unauthorized deletion, and (2) following applicable regulations and instructions regarding access to computerized files, release of access codes, etc, as set forth in the VACKC Confidentiality Agreement which the VOS signs upon hiring.

- Information Security and Confidentiality: Manages information security within areas of responsibility to assure that computer system security and confidentiality of sensitive information is maintained, and that VOS access to sensitive information is limited only to that which the VOS requires to perform their duties. Takes action as necessary to report and address violations of information security.

- The VOS develops a mutually acceptable deliverables under the general supervision of the Assistant Superintendent who makes assignments and establishes objectives through discussion with the VOS and Facility Leadership. VOS works with considerable independence and is expected to use initiative and resourcefulness to prioritize, develop, and accomplish assignments. Supervision is usually limited to review overall results to ensure the mission is carried out. The VOS performs duties regular duty hours as well as irregular duty hours as needed both in the field and in an office setting.

- The VOS will be required to interpret and adapt to changing priorities. Must be able to recognize alternative actions when a difficult situation arises and exercise judgment in selecting which of the various guidelines is most appropriate for each assignment or specific issue. Within the context of these broad guidelines, the VOS will be required to refine and develop specific guidelines for and methods for the measurement of the outreach program.

#### Complexity:

- The work requires the application of advanced communication and complex analytical practices, methods, and techniques to the solution of multifaceted public affairs/outreach problems such as developing and presenting informational material to achieve understanding of various points of view or concepts from publics with varying levels of understanding and different interests and perspectives on the subjects; employing a number of various information gathering techniques in collecting and analyzing public reaction to outreach programs; and developing recommendations for management in

improving the agency's communication and outreach with the general public and specialized groups. Additionally, the VOS will be required to develop and manage VACKC's outreach program and tracking system, coordinating the efforts of multiple staff members conducting various outreach activities and ensure that all efforts work towards a common goal.

-The work involves the analysis and evaluation of current management and organizational practices to determine the most efficient way to operate community outreach activities. Recommendations and management decisions result in increased productivity and efficiency in providing service to users; and affect the economy of operations. The purpose of the work is to plan and carry out a variety of projects or program activities. Establishes criteria to measure and/or predict the attainment of program or organizational goals and objectives. The work affects the development or operation of VACKC outreach and communication plans. By directing the outreach efforts of VACKC, the VOS realistically affects the enrollment of Veterans throughout the hospital and will be responsible for workload growth in all Services of VACKC.

#### Personal Contacts:

Personal contacts include VACKC Staff and Management, Veterans and their family members, Veteran service organizations, government officials, local representatives of the news media, community and civic group representatives, professional organizations, and the public. In some instances, contacts may involve hostile audiences.

#### Purpose of Contacts:

The purpose of the contacts is to promote a better understanding and awareness of the missions and goals of the VACKC to increase community awareness and Veteran enrollment at VACKC. The VOS must be skilled in communication and interpersonal relations, to develop and maintain effective working relationships with personnel from a variety of backgrounds.

#### Physical Demands:

Assignments regularly involve extended periods of walking, standing, bending, and stooping to execute logistics for outreach events. Incumbent is also required to pick up loads of 15 pounds such as boxes of promotional outreach materials and other literature and to push carts of supplies.

#### Work Environment:

Work is typically performed in an adequately lighted and climate controlled office. Requires travel within the area of responsibility. Work is accomplished in busy, generally congested areas depending on venue. Work does occasionally require VOS to be outdoors for some outreach events.

Meets the needs of Veterans while supporting the VACKC mission. Consistently communicates and treats customers (Veterans and their families, Community Partners, and fellow employees) in a courteous, tactful, and respectful manner. Provides the Veteran with consistent information according to established policies and procedures. Handles conflict and problems in dealing with Veterans constructively and appropriately.