

City of Baltimore Tobacco Cessation Program Coordinator

Position Summary:

The City of Baltimore, Department of Human Resources (DHR) is in search of an engaging well organized individual who is creative, reliable and passionate to work a flexible, 20-30 hours per week schedule to serve as the Tobacco Cessation Program Coordinator. This is a Department of Human Resources contractual position, in the Executive Office.

The incumbent will be responsible for coordinating and managing all aspects of the City's tobacco cessation campaign. This position will work closely with the agency's Administrative Officer, the Wellness Manager in the City's Department of Human Resources Benefits Division, the Department of Human Resources (DHR), the City's medical providers, Baltimore City's Health Department, National Organizations such as the American Heart Association, American Cancer Society and other external partners to develop, coordinate, manage the Tobacco cessation citywide campaign; and provide updated Tobacco cessation resources and Quitline information.

This position reports to the Deputy Director of Administration.

The essential responsibilities for this highly visible role includes the following:

Deliverables:

- Coordinate all tobacco cessation inquiries for DHR, and Key Stakeholders.
- Serve as the tobacco cessation main point of contact for the tobacco cessation campaign.
- Work collaboratively with Partners to build and develop a plan for the introduction and sustainment of tobacco screening, brief intervention, and referral to treatment.
- Develop policy briefs, conduct policy research on tobacco cessation and tobacco-free health care facilities, and interact with staff, city agencies and external partners on findings.
- Provide reporting documentation for tobacco cessation campaign efforts to DHR.
- Provide trainings and workshops on tobacco cessation resources, treatment, and health provider education.
- Manage all tobacco cessation related internal and external partnerships.
- Responsible for the oversight of all tobacco cessation resources, deliverables, invoices, report compilation, continuations/renewals, and work with DHR to develop marketing strategies materials and talking points for the Department of Human Resources tobacco cessation campaign.
- Manage implementation resources, tasks and tobacco cessation budgets.
- Identify best practices and recommend new initiatives and procedures.
- Leverage all citywide partnerships with healthcare providers, workgroups, etc.
- Participate in and evaluate initiatives that embrace the City's "It's Cooler to Crush It" Campaign.

- Conceptualize and Coordinate weekly events to promote the campaign.
- Manage the performers who wear the Tobacco Cessation mascot costumes.
- Track performers schedule and attendance at events.
- Chaperone the characters at events throughout the City of Baltimore.
- Draft weekly Eblasts communicating information about the City's tobacco cessation campaign and the health risks associated with tobacco use.
- Manage and track payments for performers based on worked events.
- Track campaign budget and expenses.
- Provide content for Social Media (Facebook and Twitter).
- Manage the distribution and replenishment of promotional items/giveaways including ordering and tracking supplies and materials.
- Regularly recruit and audition for performers to wear the mascot costumes.
- Research, conceptualize and recommend new innovative ways to promote the "It's Cooler to Crush It" campaign.
- Develop methodology for tracking and monitoring comparison effectiveness.
- Monitor attendance and participation at events.
- Perform other duties as assigned.

Skills and Qualifications:

Education and Experience:

- High school diploma required.
- The position requires 2 years of Experience in program coordination/management.
- Knowledge of social media promotion and internet research techniques.
- Excellent written and verbal communication skills: able to prepare reports, presentations, correspondence, articles and other materials.
- Engaging personality.
- Ability to learn and train others on how to do the "Smokey Crush" line dance.

General Job Performance Standards:

- Strong interpersonal skills; able to conduct dance training, and present "It's Cooler to Crush it characters, information and resources at tobacco cessation events, meetings, and represent the Department of Human Resources.
- Detail oriented and process driven, with a strong ability to multi-task.
- Must be proficient in Excel, MS Word, Outlook, Publisher and PowerPoint.
- Ability to work independently; must be reliable.
- This position requires reliable transportation.

Provide a letter of interest, salary history and resume to talent.masters@baltimorecity.gov

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