

Jurisdictional Class: Competitive
Adopted: December 9, 1977
Revised: August 20, 2010

WIC PROGRAM COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This is an administrative position responsible for coordinating the development, implementation, and direction of the Women, Infants, and Children Supplemental Food and Nutrition Program. The incumbent provides a liaison between the county Health Department and the New York State Health Department to ensure adherence to federal regulations and state policies. The incumbent also serves as a liaison for the county Health Department to community based groups and organizations to ensure awareness of nutritional services provided at WIC clinics. Work is performed under the general supervision of the Nutrition Services Coordinator with considerable leeway allowed for the exercise of independent judgment in carrying out details of the work. Supervision is exercised over professional and clerical staff. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

Coordinates WIC Nutrition Program with county Health Department, other related county agencies, state Health Department, and food vendors;
Involved in the assessing, planning, developing, and evaluating of public health programs designed to prevent disease and improve the nutritional health of the WIC population;
Directs food delivery system including fiscal management and budget requests, vendor contracts, and food voucher control;
Applies and interprets county Health Department and WIC/Nutrition regulatory changes and program policies to staff and develops new policies and procedures in response to these changes;
Develops and implements procedures for nutrition education, data collection, and documentation in accordance with federal and state regulations;
Oversees certification process of program participants;
Coordinates medical evaluations of program participants with professional nursing staff and medical offices to maximize efficient utilization of nutrition programs;
Arranges training and methodologies for implementation of a system for obtaining blood work and growth data on-site for potential eligible participants;
Designs, implements, and maintains record systems for program;
Conducts outreach to community groups, agencies, and health care professionals to promote WIC and nutrition services;
Participates in the community to develop partnerships and alliances to address high-priority community health needs specific to nutrition;
Directs WIC staff in designing nutrition education components;
Compiles information and statistics needed for reapplication of program funding;
Oversees recruitment, orientation, supervision, training, and evaluation of program staff;
Prepares and maintains a wide variety of reports including assisting with financial and budget processes necessary for WIC grant reimbursement;
May function as state mandated Competent Professional Authority (CPA) in the certification process for WIC eligibility and risk determination as defined by state regulations;
Participates in training for Incident Command System, emergency response and drills, and responds to emergencies as part of the department's public health response requirements;
Participates in leadership activities including mentoring new staff and students, and leading/participating in teams addressing work improvement projects.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:

Thorough knowledge of administrative principles and practices;
Good knowledge of WIC Program policies and regulations;
Good knowledge of the special needs and problems of WIC program clients;
Working knowledge of accepted methods and techniques of community organization and service delivery;
Working knowledge of accepted practices and techniques of data collection, record keeping, and use of technology for accurate, efficient, secure data management, and communication;
Working knowledge of nutritional needs for a maternal/child health setting;
Ability to organize and supervise the work of others;
Ability to establish and maintain cooperative relations with the public and other governmental and private agencies;
Ability to develop and adapt approaches to situations that take into account diversities and cultural differences;
Ability to express oneself effectively both orally and in writing;
Sound judgment.

MINIMUM QUALIFICATIONS: Either:

- (a) Graduation from a regionally accredited or New York State registered college or university with a Master's Degree in Nutrition or Nursing and one (1) year of experience involving program management or supervision in a Public or Community agency; or
- (b) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in Nutrition or Nursing and two (2) years of experience as defined in (a) above; or
- (c) A two (2) year Nursing Degree and possession of a Registered Professional Nurse license and four (4) years of experience as defined in (a) above; or
- (d) An equivalent combination of training and experience as defined in (a), (b) and (c) above.

SPECIAL REQUIREMENT: Certain assignments made to employees in this class will require reasonable access to transportation to meet field work requirements made in the ordinary course of business in a timely and efficient manner.