



# Outreach and Training Coordinator

**Sample role description**

June 2023

This sample role description identifies typical duties and responsibilities of an immunization information system (IIS) outreach and training coordinator and indicates sample competencies of a person fulfilling this role.

*Note: Actual position descriptions should include only the information applicable for the specific position or role. Depending on staffing levels, several roles may be combined within a single position, or several positions may fill the same role.*

## Summary

This role is responsible for outreach to promote IIS participation by immunization providers and public health partners and training of new and existing IIS users. The person in this role also develops training and communication tools and messages, and may also oversee or coordinate training activities of IIS customer support/help desk staff. The outreach and training coordinator may manage contacts for all IIS users and partner organizations, including documenting and/or assigning identifiers for individuals, provider sites, schools, technology partners or others who submit or query IIS information.

The person in this role typically reports to the IIS manager and works closely with, or may even fill, other outreach and health education roles in the immunization program. The outreach and training coordinator exercises considerable independent judgment in carrying out responsibilities within a highly collaborative environment.

## Alternate role titles

- Outreach coordinator
- Program coordinator
- Trainer
- Training lead
- Regional trainer
- Education and training specialist
- Education and training coordinator

## IIS core competencies

This role description is based on PHII's [IIS Core Competency Model](#), which provides functional, behaviorally-based tasks or processes that can be observed or measured and are required at an organizational level for the successful, high-performing functioning of an IIS. Major duties and responsibilities below are organized into the applicable domains from the model.

## Primary duties and responsibilities (as applicable within jurisdiction)

Duties may include but *are not limited* to:



### Leadership and management

- Collaborate with the IIS manager to conduct outreach to promote IIS participation by immunization providers and public health partners.
- Document, review and apply standard operating procedures (SOPs) to guide outreach and training operations.



### Law and policy

- Adhere to jurisdiction policies to maintain the security and confidentiality of IIS data at all times; use fabricated patient data when conducting IIS demonstrations and training users on IIS functions.
- Review statutes, regulations, technical guidance, and privacy and confidentiality policies related to IIS; ensure these citable policies are included in user agreements and training to facilitate compliance by staff, immunization providers and other partners.
- Communicate to internal and external IIS users the laws and regulations related to IIS participation, e.g., patient consent, opt-in/out, provider reporting to IIS, redisclosure limits, sharing IIS data with other jurisdictions and the Centers for Disease Control and Prevention (CDC), emergency powers; update user agreements when policies change.



### Communication

- Coordinate efforts to update and maintain immunization provider and public health partner IIS contact information necessary for outreach and communications.
- Develop and implement IIS marketing, communication and outreach plans for recruiting and retaining immunization providers, schools, childcare facilities and other partners for participation in the IIS to support the immunization program.
- Use social media and other communication modalities to promote IIS participation and disseminate information.
- Monitor and update IIS materials and links on the website to ensure they are current and accurate; work through the appropriate channels to post new content and remove outdated material.
- Ensure that providers are aware of jurisdiction IIS reporting requirements.
- Provide relevant and timely updates to immunization providers and other partners about IIS system changes and updates, e.g., code changes/new vaccine codes, system upgrades, scheduled downtime for enhancements and maintenance, known issues and challenges, changes in data exchange standards (e.g., HL7, web services, security protocols), and best practices for IIS users.
- Respond promptly to IIS inquiries from providers, other partners and the public.
- Present locally and nationally to professional and lay audiences on IIS functions and data and their influence on immunization program outcomes.



### Data use

- Promote use of IIS data to support immunization program activities and goals, e.g., Vaccines for Children (VFC) and adult vaccine program management, perinatal hepatitis B prevention, disease surveillance, outbreak preparedness and response, compliance with school and child care immunization requirements, and immunization coverage rate assessment and improvement.
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### Data quality

- Solicit feedback on data quality from users of IIS data, e.g., the immunization program, other health department programs, public health leadership, state government officials, the CDC, providers, health plans, schools, individuals and families.
  - Work with the data quality analyst to use feedback to create appropriate training and educational material to improve data quality.
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### Interoperability

- Work with the interoperability team to ensure new immunization providers are onboarded to the IIS.
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### Information systems management

- Leverage user feedback to assess current workflows and screen flows.
  - Collect and summarize user-reported suggestions for IIS improvements; recommend prioritization of enhancements, automation of processes and other development.
  - Contribute to the design, development and implementation of IIS enhancements.
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### Change management

- Identify opportunities for improvements in IIS policies, processes and/or technologies and communicate the case for change to relevant internal and external partners.
  - Assess the readiness for change of internal and external partners at the outset of a change initiative.
  - Contribute to the development and implementation of change management plans for internal and external partners to build support, communicate, train and/or provide technical assistance.
  - Develop and implement training and technical assistance for internal and external partners to support change initiatives.
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## Training

- Assess internal and external IIS user training needs and skill gaps.
- Develop training plans to address identified needs of IIS users, including staff, immunization providers, schools and other partners.
- Serve as liaison between the IIS and other immunization program areas to provide education and training activities to integrate the IIS into all aspects of the program, including Vaccines for Children (VFC), adult vaccination and the Immunization Quality Improvement Program (IQIP).
- Collaborate with the IIS customer service/help desk team to ensure the training and educational needs of immunization providers, schools, childcare programs and other partners are met.
- Develop and deliver learning opportunities (e.g., face-to-face training, workshops, on-demand tutorials, webinars, forums, seminars) and materials (e.g., quick reference guides, job aides) for staff, providers and other partners informed by evidence-based theories of adult learning.
- Ensure that immunization provider training emphasizes the importance of submitting high-quality data to the IIS.
- Leverage a tracking tool to document training needs, follow-up activities and completion of required training for IIS users.
- Establish processes and protocols to ensure that staff and external IIS users are made aware of new features and functionality and have access to training and resources as needed.
- Review and update IIS training materials regularly to ensure alignment with IIS functionality as new software versions are released and new workflows or processes are implemented.
- Conduct evaluations to measure the impact of training for internal and external IIS users based on learning evaluation models (e.g., Kirkpatrick model, Learning-Transfer Evaluation Method); apply findings of training evaluations to improve training.

## Evaluation

- Participate in assessing IIS alignment with the CDC IIS Functional Standards, PHII's Requirements Traceability Matrix and IIS community best practice guidance; document gaps in IIS features and functionality to inform plans for IIS enhancements.
- Evaluate the usability of the IIS to facilitate reporting, access and use; recommend IIS enhancements to the IIS manager and IIS data quality team to increase usability.

## Background and qualifications

### Successful candidates should have:

- Master's degree (preferably in public health education or other related field) with a minimum of 1 year of professional experience in education and training, preferably in a public health or health care setting
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- Bachelor's degree (preferably in public health education or other related field) with a minimum of 2 years of professional experience in education and training, preferably in a public health or health care setting

**Preferred knowledge, skills and abilities include:**

- Knowledge of health information systems
- Knowledge of Health Level 7 (HL7) and other standards, best practices, and general guidance for accurately and securely exchanging data between an IIS and other systems, including electronic health records and other IIS
- Excellent attention to detail and strong organizational skills
- Certified Health Education Specialist (CHES) credential
- Knowledge and skills in applying adult learning principles and instructional design in training development
- Strong oral and written communication and interpersonal skills
- Proficiency in Microsoft Excel, Word and PowerPoint
- Ability to work independently and well in a high-pressure environment
- Ability to develop and maintain constructive and cooperative relationships among staff