



## Community Engagement Lead Role Description

### Purpose

This document outlines the recommended responsibilities of a Community Engagement Lead (CE Lead). CE Leads are findhelp customer project team members who partner with findhelp to align project efforts with their social care vision, goals, and desired outcomes. Many customers have more than one CE Lead, and they contribute to project success by managing and driving your organization's community engagement strategy and partnerships in the findhelp network.

### Time Expectation

- We recommend that CE Leads meet with their findhelp support team once a week for the first 30 days post go-live, and then at regular intervals to support your team's implementation phase.
- CE Leads devote up to 6 hours a week on community engagement activities during the groundwork & implementation phases of their findhelp project, and then 2 - 4 hours a week during the expansion phase; the most successful findhelp customers dedicate full- or part-time employees to lead this work.
- Findhelp will support you in establishing realistic goals based on your capacity, time commitment, and organizational priorities for your custom-branded platform.

### Common Roles

When assigning your organization's CE Lead(s), we find the most success when collaborating with staff who:

- Can track and promote staff adoption and usage of your custom findhelp staff site
- Have expertise or understanding of current community/population needs.
- Consult with teams who lead or support care management priorities and referrals for clients.
- Directly manage outreach and partnerships with organizations and community partners.

We regularly consult with CE Leads who hold positions such as:

- Community Partnership Manager
- Care/Case Management Liaison
- Outreach and Marketing Manager
- Population Health Specialist
- Community Resource Manager





## CE Lead Core Responsibilities

### *Groundwork Phase*

- **Develop your community engagement strategy** - collaborate with findhelp to establish the [vision, goals, and metrics of success](#) for your community-branded platform.
- **Champion your custom community platform** - engage with internal and external stakeholders to promote adoption of your platform's features.
- **Leverage the CE Lead Learning Series** - [complete courses](#) that support your goals and vision in parallel with dedicated training from your findhelp support team.

### *Implementation Phase*

- **Participate in regular meetings** - meet with findhelp and your organization to track progress, discuss strategy and identify support needs.
- **Lead the implementation of your community engagement strategy** - work with your staff and findhelp to identify priority partners, conduct outreach, and train community partners on your platform.
- **Support organizations engaging on your platform** - with corresponding messaging, strategies, and resources provided by your designated Community Engagement Manager and the findhelp team.

### *Expansion Phase*

- **Develop and manage your local referral network** - with support from findhelp's tailored Trusted Network reports and strategies.
- **Track social care outcomes and community engagement activities** - your suite of analytics and data reports will provide valuable social care insights about the people and communities you serve.

## Findhelp Consultative Responsibilities

Findhelp's Community Engagement Managers (CEMs) collaborate with you and your organization to ensure the communities you serve understand the value of your platform and their participation in the findhelp network! CEMs:

- **Advise** on your community engagement & outreach strategy for your findhelp platform;
- **Provide training** and resources on community site tools, features and functionality;
- **Analyze** regional trends to inform your team's development of data-driven SDoH strategies and goals
- **Support** network growth and community engagement outcomes on your custom platform through co-hosted events, regional collaboratives, and strategic partnerships;
- **Convene** our nationwide network of CE Leads to connect, partner, and identify opportunities to collaborate.