

WIC PROGRAM DIRECTOR
Columbia County Health and Human Services

POSITION DESCRIPTION

I. Position Summary.

This position is a supervisory position under the general direction of the Columbia County Health Officer. The employee in this position plans, organizes, administers and coordinates the WIC (Women, Infant and Children) Program. The primary tasks of this position are to promote and maintain the health and well-being of nutritionally at-risk pregnant, breastfeeding and postpartum women, infants and children.

II. Essential Duties and Responsibilities.

1. Responsible for overall program management and assurance of a quality WIC Program including the Farmer's Market Program and Breastfeeding Peer Program.
2. Monitors compliance with the policies and procedures in the WIC Operations Manual for the provisions of these services by competent staff.
3. Reviews nutrition and breastfeeding reports for program planning, evaluation, needs assessment and monitoring purposes.
4. Supervises all aspects of the WIC, Farmer's Market and Breastfeeding Peer Programs including policy development, planning, implementation, materials development and evaluation.
5. Responsible for interviewing, training, continuing education needs, direct supervision and monitoring of other WIC Competent Professional Authorities (CPA's) and Breastfeeding Peer Counselors.
6. Certifies WIC applicants; completes intake, health/nutrition assessment, develops care plans, provides appropriate nutrition/health/breastfeeding counseling, makes referrals, prescribes appropriate WIC food package and issues food instruments to participants.
7. Develops written policies and assures implementation of referrals to other community food and nutrition resources.
8. Manages the implementation of breast pump distribution.
9. Prepares, implements and evaluates WIC Nutrition and Breastfeeding Plans as defined in the Wisconsin WIC Operations Manual.
10. Plans, prepares and monitors annual WIC budget. Assures compliance with the WIC Grant Agreement.
11. Attends required WIC sponsored state and regional meetings.
12. Routinely meets with WIC and agency staff to review policies and procedures and share other program information.
13. Regularly communicates with Health Officer regarding WIC services and needs.
14. Supervises vendor management and training activities.

III. Knowledge, Skills, Licensure and Experience Required.

1. Educational requirements:
 - Registered Dietitian, [registered with the Commission on Dietetic Registration (CDR)] AND
 - Certified Dietitian, (certified with the State of Wisconsin through the Department of Safety and Professional Services) or is registration eligible upon hiring and

within six (6) months passes the Commission on Dietetic Registration's Examination AND

- Obtains certification with the State of Wisconsin. Must maintain RD status through completion of the professional development portfolio by obtaining at least 75 hours and CDR approved and appropriate continuing professional education every five years.
- 2. Certification as a Certified Lactation Specialist (CLS) or Certified Lactation Educator (CLE) and maintain either credential OR complete either CLS or CLE certification within one (1) year of hiring
- 3. Ability to plan, organize and administer an agency program
- 4. Possess a valid Wisconsin Driver's license
- 5. Must have a dependable, insured vehicle for use during work.
- 6. Knowledge of the effects of trauma and the ability to provide trauma informed care
- 7. Ability to establish and maintain effective working relationships with other staff, community professionals and the public
- 8. Ability to work collaboratively with multidisciplinary teams to improve individual and/or population outcomes

IV. Physical Requirements

1. Frequent bending, lifting, twisting, turning, carrying, pushing, grasping, climbing, stretching, squatting, sitting, standing and walking
2. Good vision and hearing are essential
3. Good manual dexterity of hands and fingers
4. Ability to communicate in a clear manner
5. Ability to coordinate eyes, hands, feet and limbs in performing semi-skilled movements such as data entry, ability to operate computer, keyboard, telephone, photocopier, infant and adult scales, hemocue, breast pumps, recumbent board and tape measure
6. Able to lift/carry/push/pull at least 25 pounds

The position description should not be interpreted as all-inclusive. The intention is to identify major responsibilities and requirements of this position. There may be requests to perform job-related responsibilities and tasks other than those stated on this description.