



Seeking Hmong Video Project Coordinator

The Minnesota Breastfeeding Coalition (MBC) is seeking a part-time project coordinator to hire on contract to assist with a project to develop short educational videos based on the results of the Hmong Breastfeeding Initiative's (HBI) Equity Action Lab (EAL).

The project coordinator will work closely with the Hmong community coordinator, the HBI planning team and a representative from Saint Paul - Ramsey County Health. Applicants for this position may apply for the Hmong community coordinator position as well, if qualified for both positions.

Please submit cover letter and resume describing relevant work or volunteer experience and submit to hmongbf@gmail.com with **Hmong Video Project Coordinator** in the subject line. Please include name/phone/email of at least two references. Resume via LinkedIn profile also accepted. Applications due by 4:00 p.m. on June 17th, 2019.

Time: Approximately 8 hours / week for 25 weeks beginning about June 24th and ending on or before December 31st, 2019.

Contractor billing rate: \$30/hour

Funds available for some travel and administrative costs.

Project Description

The project coordinator and Hmong community coordinator will work with the Hmong planning team through July and August to identify Hmong subjects for the videos, and help them develop two types of video content:

- breastfeeding-related stories
- breastfeeding education scripts

The EAL outlined several short videos to be produced, highlighting the role of Hmong fathers, Hmong elders, and the value of colostrum. Other videos will also be developed, all under the umbrella theme of "Honoring the past, embracing the future". The EAL participants hope to showcase respected community leaders, such as a Hmong elected official or a Hmong physician, in additional videos. By August 31, 2019, the project will have contracted with a videographer, preferably Hmong, to create these videos.

The filming and graphics design will occur between September 1 and October 31, 2019. The videos will be 1-6 minutes each, depending on content. Three to six videos to be completed by the end of October will be tested at 3 metro area clinics throughout the month of November. These clinics have been identified by the EAL participants as locations that serve many Hmong clients. An evaluation will gauge viewer responses to the videos and changes in knowledge and perceptions about breastfeeding.

Contractor Duties

Duties include and are not limited to:

- Managing the project budget
- Acquiring materials as outlined in the project budget
- Coordinating production of printed materials
- Contracting with a Hmong videographer for video production (in collaboration with the MBC Finance subcommittee)
- Overseeing video filming and post-filming production
- With the planning group, pilot the videos at the designated clinics as well as social media outlets (yet to be identified)
- Assisting with designing, implementing, and analyzing evaluation
- Providing updates to the Finance subcommittee, and as requested, to the MBC Steering Committee and Board
- Providing a summary of activities at the conclusion of the contract, in collaboration with the Hmong community coordinator

Required qualifications:

- Knowledge of breastfeeding promotion strategies and messages
- Experience working on a project team doing breastfeeding promotion, advancing another public health objective, or addressing a health topic in a clinical or academic environment
- Strong written and verbal communication skills

Preferred qualifications:

- Familiarity with the Minnesota Breastfeeding Coalition's work
- Experience working with the Hmong community
- Experience in video production
- Knowledge of social media promotion strategies