



COLORADO

Office of Economic Development
& International Trade

1625 Broadway, Suite 2700
Denver, CO 80202

Colorado Office of Economic Development & International Trade

Job Title: Health and Wellness Strategist
Job Location: Denver Metro and other locations, as determined
Reports to: Health and Wellness Champion and Senior Regional Manager
Salary Range: \$40,000
Position Duration: 2 years

The Office of Economic Development and International Trade (“OEDIT”) was created to foster a positive business climate that encourages quality economic development through support of local and regional economic development activities throughout the State of Colorado. A comprehensive slate of programs within OEDIT’s divisions work together to offer economic development services for all Colorado businesses – new and expanding, traditional and emerging, small and large – including retention programs to ensure continued competitiveness of Colorado’s economic base, and job training to keep Colorado’s workforce the best in the nation.

POSITION:

The Health and Wellness Strategist will be responsible for overseeing and executing multiple projects related to the Health and Wellness Grant. This will include working with stakeholders and partners within the community to develop and launch the statewide Healthy Business, Healthy Community campaign designed to encourage small businesses and communities to incorporate health and wellness into their plans.

The Health and Wellness Strategist position is funded by a grant with a life cycle of two years, as a result this position will end at the end of the two year period.

This position will travel up to 50% of the time within the state.

KEY DUTIES AND RESPONSIBILITIES:

- Direct responsibilities include assisting in the strategy, documentation and execution of the Health and Wellness plan.
- Health and Wellness Strategist will be responsible for assisting with the creation of project plans for Health and Wellness initiatives and managing the day-to-day tasks of the initiative, including communicating with all stakeholders in the project.



- Health and Wellness Strategist will collaborate with internal and external partners as necessary to ensure alignment and coordination of messages, as well as, aligned execution of the project plans.
- Assist with one-on-one health and wellness mentoring services to small businesses across the state.
- Tracks and monitors mentoring hours to ensure program benchmarks are achieved.

COMPETENCIES:

- **Leadership-** Communicates the vision; works to engage others in implementing the vision; builds enthusiasm; participation and positive morale and loyalty; takes charge as appropriate of groups and situations; promotes a safe, challenging work environment.
- **Planning-** Identifies and analyzes steps required for each project; frames strategic questions; recommends how to deploy resources in alignment with strategic priorities.
- **Project Management** – Plans, directs and monitors projects and programs, consistently creating high-quality results. Clearly articulates project purpose, defines priorities and expectations; provides clear directions and explanations so that all participants have mutual shared understanding. Anticipates and plans for contingencies and assures that projects are on schedule and completed successfully.
- **Negotiation & Issue Resolution** - Openly manages conflict and disagreement through collaborative discussion to reach positive conclusions; arrives at constructive solutions while maintaining positive working relationships; seeks win-win situations; diplomatically explores common and opposing options to reach mutually acceptable positive solutions.
- **Communication-**Is understood and understands others; clearly articulates key points when writing and speaking; actively listens; effectively interprets non-verbal communication and truly hears what a wide variety of people are trying to say; accurately assesses personal styles and adjusts own style of communication to optimize personal effectiveness.
- **Results Driven-** Drives for successful results; makes things happen and conveys sense of urgency; sets aggressive goals and works hard to achieve these goals; move tasks and assignments toward closure; invests considerable effort to assure goals are met in a high-quality manner.

REQUIRED KNOWLEDGE, SKILLS & ABILITIES:

The Regional Coordinator and Analyst must have the capability to participate in developing a new and strategic vision underpinned by data and analytics for increasing economic vitality in Colorado. As such, the following qualifications are sought:

- Self-starter who is versatile, patient and has a positive attitude plus good judgment.
- Ability to motivate and encourage others to consider health and wellness practices
- Exceptional interpersonal, public relations, oratory and presentation skills.



- Excellent organizational skills and attention to detail; strong oral and written communication skills; problem solving acumen; demonstrate personal integrity, confidence, and tact/diplomacy as well as flexibility.
- Sound knowledge about strategy planning along with business.
- Positive and effective interaction with businesses, communities and decision makers during conversations or meetings.
- Ability to effectively work with internal and external stakeholders to achieve objectives/deliverables in various areas of responsibility.

EDUCATIONAL EXPERIENCE:

- A Bachelor's Degree in business, marketing, health and wellness or equivalent experience.

APPLICATION PROCESS:

Applicants should submit a cover letter, resume, and references to The Office of Economic Development and International Trade by e-mail to oedit.info@state.co.us with the subject line "Health and Wellness Strategist" by January 2, 2017.

Due to the large volume of resumes we receive, we do not acknowledge receipt of each resume and are unable to give status updates. If a strong match is found between your qualifications and the requirements of the position, a member of the recruiting staff will contact you to further discuss the career opportunity.

