



WIC PROGRAM MANAGER JOB DESCRIPTION

Job Title: **WIC Program Manager**

Job Code: **SS160**

Pay Grade: **125**

Effective Date: **October 2007**

FLSA: **Non-Exempt**

Revision Date: **March 6, 2025**

NATURE OF WORK

Under general supervision, provides client services to participants of the Women Infants & Children (WIC) program including nutritional counseling, education and training; supervises WIC program staff and ensures compliance of program activities with State and Federal regulations.

ESSENTIAL FUNCTIONS:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Manages the daily activities of the Women Infants & Children (WIC) program; ensures program compliance with Washington State Department of Health and WIC Nutrition Program standards.
- Provides nutrition counseling for qualifying women, infants and children; assesses nutritional needs of WIC participants based on clinical and socioeconomic information; certifies eligibility and explains eligibility criteria, participant responsibility, and WIC policies.
- Carries a caseload of individual clients and families; develops an individualized case plan; monitors and follows-up regularly to reassess client status and reinforce personal improvement plans.
- Ensures clinic procedures and protocols for the WIC programs are in compliance with State and Federal regulations and guidelines.
- Supervises and evaluates staff; monitors operations to identify and resolve problems.
- Teaches classes on nutrition, prenatal and breastfeeding education; monitors students and provides technical assistance as needed; maintains program documentation files as required.
- Provides community outreach; educates participants on proper nutritional practices; refers individuals to other health professionals and agencies as needed.
- Ensures WIC program activities are in compliance with all laws, policies, regulations, and goals.
- Coordinates services with other programs, departments and agencies; serves as information source and liaison between the County and various community and advocacy groups, advisory boards, and State and regional organizations; conducts presentations and training programs to communicate the WIC programs to other organizations in the community.
- Develops and monitors budget for programs and services; compiles and analyzes a variety of reports and operational statistics; coordinates information and assures effective communications between programs and other agencies.
- Ensures client record systems meet state laws, WIC program requirements, and quality standards.
- Participates on public health emergency response teams as needed.
- Maintains absolute confidentiality of work-related issues, personnel records and County information; complies with the confidentiality standards of the Privacy Act of 1974, {U.S.C. § 552A} as amended, and HIPAA policies and procedures.

WORKING ENVIRONMENT / PHYSICAL DEMANDS:

Work is performed in a standard office environment; work involves light physical demands and frequent use of a personal computer.

EMPLOYMENT STANDARDS:

Bachelor's Degree in Nutrition, Public Health, Public Administration, or related field; AND three (3) years' experience in public health nutrition.

A valid Driver's License and a Registered Dietitian License from the Washington State Department of Health are required.

International Board-Certified Lactation Consultant certification or completion of a state-approved lactation management program is required within six months of hire.

KNOWLEDGE AND SKILLS:

Knowledge of:

- County policies and procedures.
- Federal, State, and County laws, codes, rules, and regulations related to social services programs.
- United States Department of Agriculture (USDA) and Washington State Department of Health, WIC Nutrition Program policies, procedures, and reporting standards.
- Principles and practices of nutrition and dietetics, including health maintenance and wellness.
- Case management methods, practices, and procedures for assigned client population.
- Community resources and public health programs for appropriate referrals.
- Principles of record keeping and records management.
- Customer service and public relations methods and practices.

Skills in:

- Understanding, interpreting, and applying relevant statutes, ordinances, codes, and regulations.
- Presenting nutritional information to WIC program participants and the public.
- Managing staff, delegating tasks and authority, and coaching to improve staff performance
- Working effectively with others to develop solutions for social services problems.
- Interacting with people of all social, economic, cultural, and ethnic backgrounds.
- Grant project management including data collection, analysis, reporting, and evaluation.
- Assessing and prioritizing multiple tasks, projects and demands.
- Operating a personal computer utilizing standard and specialized software.
- Establishing and maintaining effective working relationships with co-workers, other County employees, and representatives from other City, County, State, and Federal agencies.
- Communicating effectively verbally and in writing.