

Jurisdictional Class: Competitive  
Adopted: December 20, 2007  
Revised: May 8, 2020

**PROJECT COUNSELOR (WIC)**

**DISTINGUISHING FEATURES OF THE CLASS:** This work involves responsibility for training, interviewing, and counseling participants of agency programs and projects related to WIC. The position requires working in the various WIC clinics and assisting with both the breastfeeding and nutrition components of the program. The work is performed under the general supervision of the Project Coordinator (WIC) or agency manager with some leeway allowed in the performance of duties. Supervision of staff is not a responsibility of this position. The incumbent does related work as required.

**TYPICAL WORK ACTIVITIES:** (Illustrative only)

Performs initial screening of participants to determine program eligibility;  
Provides counseling for eligible participants and assists in the distribution of benefit program supplies or documentation;  
Assists in maintaining detailed computer files, program services records, and reports to ensure accuracy and proper documentation;  
Maintains, monitors and reviews records for program participants, activities and progress in accordance with established policy and program guidelines;  
Assists in conducting training seminars, continuing education workshops, and meetings as required by project objectives;  
Acts as liaison between agencies, program participants, and WIC nutrition professionals;  
Provides clients with referrals and linkages to other community services and agencies;  
Provides answers to questions pertaining to WIC, breastfeeding and nutritional information as needed;  
Assists in recruiting program participants;  
Provides input to education plan for program clients;  
Attends regional, state, and local meetings and in-service updates related to breastfeeding, WIC, and nutrition issues as required;  
Maintains WIC breastfeeding supply inventory and benefit card inventory and orders supplies as needed;  
Oversees the distribution of New York State WIC Farmers Market Coupons, reviewing and resolving any discrepancies for all reports pertaining to issuance in order to provide inventory information;  
Prepares and maintains a variety of reports and records.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:**

Good knowledge of WIC, and breastfeeding support and nutritional components;  
Good knowledge of WIC and other community programs;  
Good knowledge of the needs of the maternal-child population;  
Working knowledge of interviewing practices and techniques;  
Working knowledge of counseling practices;  
Ability to work with diverse population groups;  
Ability to organize and prioritize;  
Ability to communicate orally and in writing;  
Ability to work independently.

Project Counselor (WIC)

**MINIMUM QUALIFICATIONS:** Either:

- (a) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree or higher in Nutrition, Dietetics, Nursing, or related health field, or
- (b) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree, which included at least twelve (12) credits in Education, Counseling, Human Services, Social Sciences, or related course work; or
- (d) An equivalent combination of training and experience as defined by the limits of (a), (b) above.

**NOTE:** Two (2) years of experience in a health or human services agency could be used towards meeting the required twelve (12) credit hours in (b) above.

**SPECIAL REQUIREMENT:** Assignments made to employees in this class will require reasonable access to transportation to meet fieldwork requirements in the ordinary course of business.