

ALZHEIMER SOCIETY OF MANITOBA

JOB DESCRIPTION

SECTION 1 IDENTIFYING INFORMATION

Position Title
Community Outreach Manager

Supervisor's Title
Program Director

Date: July 2014

SECTION 2 POSITION SUMMARY

The incumbent will carry out his or her duties to in accordance with the Alzheimer Society of Manitoba's mission statement and Ends Statements:

The Alzheimer Society of Manitoba exists so that all Manitobans affected by dementia receive the help they need today and have hope for tomorrow.

1	All people with dementia experience the best possible quality of life.
2	Families and informal care providers have opportunities, knowledge and support structures to enable them to be effective, confident and empowered caregivers.
3	The public considers dementia a significant public health priority.

The Community Outreach Manager position is a fulltime position (1.0 EFT) based at the Provincial Office of the Alzheimer Society of Manitoba in Winnipeg.

The Community Outreach Manager will accomplish the following goals by utilizing community development strategies, liaising with community partners and by developing projects and programs for implementation in the Winnipeg region. The incumbent will foster the accomplishment of the goals throughout Manitoba by providing leadership in community development and program delivery to the Alzheimer Society Regional Coordinators.

The goals of the Community Outreach program are:

1. to assist the public to understand the nature of dementia inclusive of the warning signs and how to seek a medical opinion.
2. to promote brain healthy practices that will reduce the risk of dementia for Manitobans.
3. to encourage development of a dementia friendly community.
4. to increase the awareness and uptake of Alzheimer Society programs by people with dementia and the family members and friends who support them.

SECTION 3 DUTIES AND RESPONSIBILITIES

- 1. Public Awareness of the Nature of Dementia** **20%**
 - Work with community organizations to create public opportunities to disseminate information about the warning signs of dementia
 - Promote awareness of the importance of early diagnosis
 - Research, develop and implement strategies to increase awareness of dementia amongst ethno-cultural groups
 - Develop and or access resources needed for use at public displays
 - Oversee the involvement of the Alzheimer Society at health fairs and other community informational events
 - Evaluate and report outcomes of public awareness activities

- 2. Promotion of the Principles of Brain Health and Risk Reduction 20%**
- Work with community organizations to create public opportunities to disseminate information about reducing the risk of dementia and fostering brain health
 - Deliver presentations about the principles of risk reduction, brain health and dementia
 - Develop partnerships with organizations to carry out primary prevention initiatives
 - Evaluate and report outcomes of brain health and risk reduction initiatives
- 3. Development of Dementia Friendly Communities 20%**
- Assist in the development of supportive communities for people with dementia and their families
 - Liaise with community organizations serving older adults encouraging the inclusion of people with dementia in programming
 - Evaluate and report outcomes of dementia friendly communities initiatives
- 4. Community Awareness of Alzheimer Society Services 20%**
- Work with the Program team to assess and meet the service needs of people with dementia and their family caregivers
 - Research, develop and implement strategies that will contribute to diverse or underrepresented groups accessing the services of the Alzheimer Society
 - Share information about Alzheimer Society of Manitoba programs and services
 - Coordinate the Alzheimer Societies' Telehealth education initiative across Manitoba
 - Oversee the involvement of the Alzheimer Society at health fairs and other community informational events
 - Evaluate and report outcomes of Alzheimer Society awareness initiatives
- 5. Administration 20%**
- Provide leadership, supervision and support to Regional Coordinators and the Westman Program Coordinator
 - Work with the Program team to assess and meet the service needs of people with dementia and their family caregivers
 - Collaborate with Fund Development and Administrative staff and volunteers
 - Provide comprehensive reports on program initiatives, activities and outcomes
 - Participate in discussion and monitoring of budgets for programs and projects
 - Prepare applications for grant funding sources as required
 - Perform other duties as requested by Program Director

SECTION 4 SUPERVISION EXERCISED

The Community Outreach Manager directly supervises:

- Regional Coordinators and the Westman Program Coordinator.
- Volunteers recruited for various roles pertaining community outreach projects.

SECTION 5 POSITION REQUIREMENTS

Formal Education

- A Bachelor's Degree in a discipline related to human and community services or equivalent combination of education and experience.

Work Experience

- A minimum of 5 years' experience in community outreach.

Working Level Qualifications

- Demonstrates knowledge of the needs of older Manitobans and the family members and friends who support them.
- Demonstrates the skills of needs assessment, program planning, implementation and evaluation of programs and projects.
- Demonstrates skills and knowledge related to intercultural issues, social services and community development trends.
- Demonstrated skills in community liaison and advocacy.
- Demonstrates skills in leading staff, including recruitment, mentoring and performance evaluation.
- Excellent interpersonal, verbal and written skills.
- Demonstrated skills in administration including budgeting and reporting.
- Demonstrated ability to work independently with minimal supervision.
- Proficient in the use of the Office Suite.
- Able to travel to throughout the Winnipeg region and Manitoba.

To Apply:

Applicants must include a cover letter which clearly states how they meet the requirements and qualifications for the position and a resume. Applications will be accepted up to **Monday, September 14, 2015**, and can be sent:

By Email to:

Norma Kirkby,
Program Director

nkirkby@alzheimer.mb.ca with **Community Outreach Manager** in the subject line

By Mail or in Person to:

Norma Kirkby
Program Director
Alzheimer Society of Manitoba
10-120 Donald St.
Winnipeg, MB R3C 4G2

By Fax to:

Norma Kirkby
Program Director
(204) 942-5408

Thank you to all interested applicants; however, only those under consideration will be contacted.