

ALZHEIMER SOCIETY OF MANITOBA
JOB DESCRIPTION **December 2015**

SECTION 1 IDENTIFYING INFORMATION

Position Title: **Community Outreach Coordinator**

Supervisor's Title: **Education Manager**

Date: **December 2015**

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

The Community Outreach Coordinator 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 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

50%

- Create public awareness in the areas of:
 - The nature of dementia
 - Principles of brain health and risk reduction
 - The services of the Alzheimer Society
- Promote awareness of the warning signs of dementia and the importance of early diagnosis
- Work with community organizations to create public opportunities to disseminate information about reducing the risk of dementia and fostering brain health
- Develop and implement strategies that will contribute to the general public, diverse, ethno-cultural and underrepresented groups becoming more aware of dementia, principles of brain health and the services of the Alzheimer Society
- Coordinate resources for Alzheimer Society promotional displays at health fairs and other community informational events
- Evaluate and report outcomes of public awareness activities

- 2. 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
- 3. Support to the Education Manager** **25%**
- Work under the direction of the Education Manager to develop and deliver programming inclusive of family education sessions, Telehealth education, and Care4u and Dementia Care conferences
- 4. Other Duties** **5%**
- Collaborate with Program, Fund Development and Administration teams and volunteers in the delivery of the programs and services of the Alzheimer Society of Manitoba
 - Perform other duties as requested by the Education Manager

SECTION 4 SUPERVISION EXERCISED

The Community Outreach Coordinator directly supervises:

- Volunteers recruited for various roles pertaining to community outreach projects.

SECTION 5 POSITION REQUIRMENTS

Formal Education

- Post-secondary education in a related field or an equivalent combination of education and experience.

Work Experience

- Experience in health promotion and community outreach.

Working Level Qualifications

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

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, December 21, 2015**, and can be sent:

By Email to:

Jennifer Licardo, Education Manager
alzeducation@alzheimer.mb.ca with **Community Outreach Coordinator** in the subject line

By Mail or in Person to:

Jennifer Licardo, Education Manager
 Alzheimer Society of Manitoba
 10-120 Donald St.
 Winnipeg, MB R3C 4G2

By Fax to:

Jennifer Licardo, Education Manager
 (204) 942-5408

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