

# **Crawford County Commission on Aging Job Description**

## **Title**

Senior Center Manager

## **General Description**

Plans, promotes, directs, supervises, and evaluates the Senior Center programs and its volunteers. Plans and publishes all public relation material via print, website, and social media sites. Acts as the coordinator for all agency press and advertising. Part of a management team which assumes the full responsibilities of the Commission on Aging in the absence of the Director.

Builds healthy relationships and creates a positive experience for participants through physical activity and education by planning, organizing and implementing health, wellness and fitness activities for the older adults of Crawford County.

## **Essential Duties**

Originates ideas for new activities and special events in conjunction with the Director. Seeks out evidence-based programming for health and fitness programs including funding for programs. Plans, organizes, implements and reports on approved ideas.

Facilitates ongoing activities and special events including long range planning, organizing and implementation. Coordinates scheduling of activities and special events.

Conducts individual and group aerobic, strength and flexibility exercise/fitness classes. Includes obtaining Master Trainer or Leader certification.

Provide individual support or counseling in general fitness and wellness to participants.

Coordinate material for the Senior Gazette. Design monthly publication. Assist Director with ongoing cost containment.

Coordinates agency calendars.

Takes photographs for use in publications when possible. Maintains picture and logo library for use in publications.

On an ongoing basis, update the agency website to maintain current information.

Develop and maintain social media sites with current events and activities.

In partnership with the Director, develop and explore promotional and advertising opportunities for various programs, activities and events using various media sources (i.e. newspaper articles, PSAs, flyers, brochures, radio and TV spots).

Provide local media outlets with press releases and photos to promote awareness and understanding of the various activities and programs offered by the agency.

Design, print and distribute flyers and brochures to promote the agency and its programs, activities and special events.

In conjunction with the Office Manager, develops and publishes agency annual report.

Coordinates annual health fair for Crawford County in partnership with COA staff and community health partners.

Recommends purchase of Senior Center equipment. In conjunction with the Director, facilitates repairs and maintains equipment as needed.

Maintains documentation of activity and special event attendance, cost and volunteers who served.

Provides recruitment, training and development, as needed, for the Senior Center Volunteers. Manages instructors and volunteers as they assist with activities and special events. Provides daily volunteer recognition as work is being done.

Works with other community organizations to foster relationships which allow the agency to provide quality health, wellness and fitness activities for all older adults in the County.

Recruits new participants to the center through outreach efforts and follow-up contact with all new participants. Encourages participants to be involved helping to retain feelings of purpose and self-esteem.

Solicits feedback from participants at each event to ensure satisfaction and to obtain information for improving repeat events. Conducts surveys of participants to gather information.

Maintains participant confidentiality only sharing information with appropriate COA staff on an as needed basis.

Keeps Director informed of participant concerns as they arise.

Maintains appropriate boundaries with participants, volunteers and staff.

Contacts appropriate COA staff with referrals for participants requesting assistance in locating resources.

Follows the agency's safety procedures to ensure safe working practices on the job for self, employees, participants and volunteers.

### **Other Job Duties**

Participate in meetings and trainings as required.

Serve as one of the staff members accountable for the receipting of program income, contributions and other monies as needed.

Other duties as assigned by the Director.

## **Supervisory Duties**

Senior Center Volunteers.

## **Supervision Received**

Supervision given by the Director.

## **Minimum Qualifications**

Any equivalent combination of education, training, or experience which demonstrates skills and abilities will be considered.

### **Experience and Training**

Minimum of a high school graduate or equivalent is required.

Preferred, but not required. Will need to become proficient in these areas on the job.

Bachelor's degree in Physical Education, Health Fitness, Sports Medicine, Exercise Science or Athletic Training with one years' experience working with older adults is preferred, but not required. Hold current primary and/or specialty certifications through approved nationally accredited organizations in areas such ACE, AFAA, ACSM or NASM is preferred. Current AED/CPR/First Aid certification is preferred.

Associate or Bachelor's Degree in advertising and/or public relations preferred or a minimum of two (2) years work experience in public or media relations.

One year of facilities management preferred.

### **Knowledge, Skills and Abilities**

Ability to perform advanced computer functions using programs such as Microsoft Office e-mail, word processing, and

spreadsheets. Ability to effectively search and locate on the internet.

Strong computer skills in graphics, publishing software and photo editing. Specifically, Microsoft Publisher, Canva and Adobe Acrobat.

Strong experience in social media applications such as Facebook and YouTube.

Strong experience in website development and maintenance.

Ability to lift up to 25 pounds.

Knowledge of confidentiality rules regarding participant information.

Ability to delegate assignments to volunteers. Matches assignments with volunteer interests and abilities. Ability to monitor delegated assignments and set expectations.

Skilled at working within a budget for activities and special events. Ability to develop and implement cost savings measures to conserve resources.

Ability to maintain good personal hygiene.

Ability to properly document activities for statistical and planning purposes.

Ability to be flexible with work schedules as activity schedule changes occur. Ability to work evenings in addition to normal office hours.

Strong interpersonal communication skills, including listening and positive feedback.

Ability to maintain calmness, patience and good sense under sometimes very difficult circumstances.

Ability to understand and follow verbal and written instructions.

Ability to communicate effectively and appropriately both verbally and in writing. Writes clearly, edits thoroughly and presents numerical data effectively.

Ability to work independently, organizing and structuring own work.

Ability to exercise initiative. Looks for ways to improve quality and efficiency.

Ability to work under pressure in a fast-paced environment.

Strong innovation skills which include resourcefulness and creativity.

Ability to perform duties thoroughly and accurately. Willingness to accept constructive criticism to improve performance.

Strong organizational and time management skills.

Commitment to a high standard of ethical behavior. Treats others with respect. Upholds organizational values of customer service, professionalism and positive attitude.

Problem solving ability; ability to use good judgment, courtesy and tact in interactions with others and in handling problems.

Ability to represent the agency in a professional, positive manner.

Ability to maintain effective and harmonious relations with other employees, participants and their guests.

Ability to create a warm, inviting, safe atmosphere for all participants of the Senior Center.

Ability to interact and work in a team effort in service delivery. General knowledge of the agency and community resources as well as appropriate referral techniques is required.

Familiarity with the problems and issues confronting older adults and disabled in the local community.

Ability to speak, write, read and understand English with proficiency.

### **Special Qualifications**

Possession of a current Michigan Driver's license and access to an insured, reliable, personal vehicle for use.

Ability to pass a background review through the Michigan State Police ICHAT, Michigan Public Sex Offender Registry, the National Sex Offender Registry, Office of Inspector General Exclusions, Federal System for Award Management (SAM) and Michigan Licensing and Regulatory Affairs (LARA).

This job description in no way states or implies that these are the only duties to be performed by an employee occupying this position. Employees are required to follow any other job-related instructions and to perform any other job-related duties requested by the Director or its designee.

Requirements are representative of minimum levels of knowledge, skills and abilities. To perform the job successfully, the employee will possess the abilities to perform each duty proficiently.

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