

SENIOR CENTER PROGRAM COORDINATOR

CLASS DESCRIPTION

General Responsibilities

This is responsible professional and administrative work in the development, promotion, coordination, implementation, management, and evaluation of Madison Senior Center services, programs and activities. The work involves responsibility for identifying needs, coordinating program development, and developing and maintaining community relations and marketing activities including newsletter, radio, and cable television program production. Under general supervision of the Senior Center Director, work involves the exercise of independent judgment and initiative in management of programs and activities of the Senior Center.

Examples of Duties and Responsibilities

Develop, implement, coordinate and maintain Senior Center programs, services and activities. Identify and catalog the needs and desires of older adult participants for learning, creating and socializing. Develop appropriate programs and activities for multiple cohorts of older persons, addressing social, economic, intellectual, educational, spiritual, cultural, physical, and emotional aspects of aging.

Develop and maintain community relationships and explore new opportunities for Senior Center programming. Identify and encourage the contributions of community-based agencies and private sector organizations to Senior Center programming. Identify and create program resources appropriate for senior adult interests. Staff the Participant Advisory council (PAC). Develop and maintain program resources and information files.

Conduct fundraising activities. Coordinate the Senior Scholarship program. Negotiate fees with vendors and instructors for programs and activities. Manage program budgets. Prepare and maintain program financial and service records and reports.

Increase accessible educational opportunities by developing a variety of lectures, workshops and training sessions for older people and for nonprofit agencies serving those 50+. Coordinate UW Extension, UW Center for the Humanities, MATC and other classes offered at the Senior Center and other locations. Coordinate major annual program events, including the Full Speed Ahead After 50 Conference, Artful Affair art show, Photo Affair photo show, Holiday Tea, Christmas Day dinner, Junior/Senior Prom, and others. Work cooperatively with other staff to implement special programs, series or events.

Working with the Senior Center Volunteer Coordinator, oversee the activities of student interns and senior and community volunteers who support program efforts.

Serve as liaison to community agencies for Senior Center participants, providing referral to appropriate social service agencies. Ensure that agencies have opportunities to educate older adults about available services; distribute appropriate materials. Develop and promote health screenings and wellness programs.

Manage presentation logistics for scheduling and space; arrange for setup and equipment. Negotiate and resolve conflicts of space and equipment. Provide recognition and appreciation of presenters. Develop, implement and oversee evening and weekend programs, which may include evening, Saturday morning classes or evening dances, Sunday meal program, and other evening concerts, meals, or special events.

Coordinate marketing and promotion in the agency, including community information efforts which enhance the visibility of Senior Center programs, services and activities. Publicize programs and services through appropriate media, community groups and the newsletter. Prepare publications,

correspondence, memoranda and reports. Coordinate production and distribution of the Senior Center monthly newsletter. Write monthly and weekly press releases, prepare brochures, posters and flyers. Arrange for print and radio ads. Utilize electronic website calendars for promotional efforts and update the Senior Center web site as required.

Produce the cable television program Senior Beat cooperatively with Madison Senior Channel and co-hosts, attending planning meetings, developing programs and serving as alternate host, if needed for the program. Make presentations to large and small groups and represent the Senior Center to the media and others as necessary and as assigned.

Perform related work as required.

QUALIFICATIONS

Knowledge, Skills and Abilities

Working knowledge of the types of programs and activities that contribute to the well being of senior adults. Working knowledge of the needs and interests of multiple cohorts of older people. Knowledge of community resources available to seniors and those available to aid in Senior Center program development. Working knowledge of basic budgeting and recordkeeping procedures and practices. Ability to develop and maintain program and financial records. Ability to relate to seniors capably and constructively, both individually and collectively. Ability to use word processing, spread sheets and data base computer software applicable to the work. Ability to learn to use desktop publishing software. Ability to develop and use survey instruments to assess participant needs and interests. Ability to develop and implement responsive programs and activities. Ability to prepare clear and concise narrative and statistical reports. Ability to prepare promotional materials, including brochures, newsletters and press releases. Ability to train and direct volunteers. Ability to schedule, organize and implement the programs, services and activities of the Senior Center. Ability to communicate effectively orally and in writing. Ability to make presentations to groups and positively represent the Senior Center in various meetings and in the media. Ability to maintain adequate attendance.

Training and Experience

Two years of responsible experience in the development and/or implementation of programs and activities designed for senior adults. Such experience would normally be gained after graduation from an accredited four-year college or university with a degree in Gerontology, Sociology, Recreation, Journalism, Marketing or other related field. Other combinations of training and experience that can be demonstrated to result in possession of the knowledge, skills and abilities necessary to perform the duties of the position will also be considered.

Necessary Special Qualifications: Ability to meet the transportation requirements of the position. Ability to assist in room arrangements (including moving tables and chairs) and operate equipment. Ability to adjust scheduled hours to lead selected evening and weekend programs. Ability to lift 30 pounds occasionally.

Department/ Division	Compensation Group	Range
Department of Planning and Community and Economic Development, Senior Center	18	04