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**CITY OF MADISON POSITION DESCRIPTION**

- 1. Name of Employee (or "vacant"): **Christine Beatty** Work Phone: **608-267-8652**
- 2. Class Title (i.e. payroll title): **Senior Center Director**
- 3. Working Title (if any): **SAME**
- 4. Name & Class of First-Line Supervisor: **James O'Keefe 21/18** Work Phone: **608-266-7851**
- 5. Department, Division & Section:  
**Department of Planning and Economic and Community Development,  
Community Development Division  
Senior Center**
- 6. Work Address: **330 West Mifflin Street**
- 7. Hours/Week: **38.75** Start time: **varies** End time: **varies**
- 8. Date of hire in this position: **March 1988**
- 9. From approximately what date has employee performed the work currently assigned:  
**1997 Date of Last Reclassification (from 18/07)**

10. Position Summary:

This is responsible professional and supervisory work in directing, administering, and implementing the programs, operations, and functions of the Madison Senior Center. The work includes program and fiscal planning, staff supervision, public relations, private fundraising, and facility utilization and maintenance. This position has responsibility for implementing the process by which the City contracts with senior service agencies for the purchase of a wide variety of senior services. The work involves community assessment and issue identification, developing resources, coordinating internal selection activities, overseeing and performing compliance and assistance. Work is performed with a high degree of independence under the policy direction of the Committee on Aging and a community advisory council and the administrative supervision of the Community Development Director.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

- 30% A. Identify and respond to the needs and interests of Madison area older adults
  - 1. Develop community-wide program, social service, and activity responses to the identified needs of older adults.
  - 2. Establish collaborations with public, private and/or nonprofit organizations to develop, implement and improve older adult services and programs.
  - 3. Develop, supervise and coordinate the development of community and Senior Center programs and special events that serve the needs of Madison area older adults and increase the competencies of organizations who service older adults.
  - 4. Maintain cooperative relationships and leadership roles with public and private agencies serving older adults, developing joint programs and grant proposals when appropriate.

25% B. Administer and maintain a quality, customer-focused Senior Center which encourages older adults in decision-making and leadership roles.

1. Represent the Senior Center to aging network agencies, other governmental agencies, current/potential participants, the media, elected officials, and the general public in a variety of administrative, community, and professional meetings.
2. Develop and maintain various computerized record keeping systems, (e.g. rental fees, donor contributions, program delivery, equipment use, participation, etc.) and prepare various statistical, analytic, financial and annual reports. Evaluate processes regularly and report on the Senior Center's programs, activities, and needs, including budgetary needs.
3. Staff the Committee on Aging and recruit qualified older adults for the Committee and community advisory council. Encourage the service and leadership of multiple volunteer groups and people of all ages. Utilize teams of senior adults to solve community and Senior Center issues.
4. Develop and recommend policy and long range plans on the use and functions of the Senior Center for consideration by the Committee on Aging, Mayor and Common Council. Interpret City of Madison and Senior Center policies, procedures and regulations to the Committee, advisory council, staff and public.
5. Manage the physical facility, which includes planning for and/or overseeing major remodeling, general maintenance, equipment repairs, building system repairs, and interior or exterior decoration. Oversee rental contracts and policies for scheduling of agencies and groups utilizing the physical Senior Center space.
6. Coordinate, develop, and approve interactions, requests, and relationships with other City departments. Develop systems and procedures for receiving and resolving participant and public comments and complaints.

25% C. Develop revenue resources for Senior Center operations, programs, and services and administer contracts for senior social service contracts.

1. Plan, develop and coordinate City of Madison Operating and Capital budgets with the Community Development Division.
2. Procure and administer private funds for the Senior Center Partnership Fund, providing income for programs, services, and activities.
3. Seek, develop, and submit grant applications and proposals to foundations and multiple funding sources to support the acquisition of additional staff and older adult programs, services and activities
4. Plan, develop, and oversee a variety of fundraising events and various donor campaigns, including targeted mailings to various publics. Develop policies and plans to solicit and negotiate sponsorships and community/business donations and partnerships.
5. Direct the administration, functions and finances of the Madison Senior Center Foundation, a 501(c)(3) organization, managing investments, scheduling and preparing Board meetings and materials, and preparing required IRS filings and reports.
6. Lead the Committee on Aging through annual City funding process and secure their recommendations to the Community Services Commission for the procurement of senior social

services in Madison. Monitor and administer these contracts with a variety of senior social service agencies.

20% D. Direct, supervise and develop Senior Center human resources.

1. Hire, train, orient, assign, supervise, and evaluate the work of programmatic, maintenance, clerical, hourly and volunteer staff.
2. Establish work priorities, coordinate work and work flow, and inspect the work for accuracy and compliance with applicable policies and procedures.
3. Develop strategies for the significant engagement of service and community groups and committed individuals in service opportunities at the Senior Center.
4. Perform related personnel management and training, labor relations, and affirmative action activities.

12. Primary knowledge, skills and abilities required:

Knowledge, Skills and Abilities:

Considerable knowledge of social, economic, physical and personal issues important to seniors of all ages and abilities. Knowledge of the administration of a 501 (c)(3) non-profit Foundation, including record keeping and preparing necessary annual materials. Considerable knowledge of program planning techniques and methodologies. Considerable knowledge of administrative activities including budget and grant development, program administration, and facility operations and rental. Knowledge of policies, regulations and administrative procedures affecting older adults. Knowledge of citizen participation and board governance processes. Ability to develop and oversee effective recordkeeping systems. Ability to organize and implement fund raising events and campaigns. Ability to plan for and implement effective space and facility management considerations. Ability to plan organize, direct and evaluate Senior Center programs, fundraising efforts, and staff. Ability to work independently and to develop reasonable and creative solutions. Ability to work effectively and collaboratively with various groups, including older adults, citizen committees, service provider agencies, the business community, and public officials. Ability to establish and maintain effective public and work relationships. Ability to communicate both orally and in writing, including making public presentations. Ability to prepare and communicate meaningful technical information, plans, and reports.

Training and Experience:

Four years of responsible experience overseeing the operations, staff and/or programming of a full-service Senior Center. Such experience will normally be gained after graduation from an accredited college or university with a degree in gerontology or a related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledges, skills and abilities necessary to perform the duties of this position will also be considered.

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13. Special tools and equipment required: **NONE**
14. Required licenses and/or registration: **Ability to acquire kitchen manager's license.**
15. Physical requirements: **Move chairs and tables.**

16. Supervision received (level and type): **Consultation, if needed.**

17. Leadership Responsibilities:

- This position:  is responsible for supervisory activities (Supervisory Analysis Form attached).  
 has no leadership responsibility.  
 provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

- I prepared this form and believe that it accurately describes my position.
- I have been provided with this description of my assignment by my supervisor.
- Other comments (see attached).

Christina K Beatty  
EMPLOYEE

1/30/13  
DATE

19. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
- I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
- Other comments (see attached).

James O'Keefe  
SUPERVISOR

2/21/13  
DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.