

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

Work Phone: 608-266-6290

2. Class Title (i.e. payroll title):

Senior Center Program Coordinator

3. Working Title (if any):

Older Adult Program and Outreach Coordinator

4. Name & Class of First-Line Supervisor:

Yolanda Shelton-Morris

Work Phone: 608-266-6563

5. Department, Division & Section:

Department of Planning, Economic, & Community Development
Community Development Division, Madison Senior Center

6. Work Address:

330 W Mifflin Street, Madison, WI 53703

7. Hours/Week: 29.00 hours per week (75% FTE LTE)

Start time: 8:00 am End time: 4:30 pm

8. Date of hire in this position:

9. From approximately what date has employee performed the work currently assigned:

10. Position Purpose: (How this position fits into the overall mission, vision, and goals of your agency and work unit.)

This position supports the City of Madison's efforts to expand access to programs, services, and social connection opportunities for older adults through neighborhood-based community centers. The Program and Outreach Coordinator plays a key role in developing, implementing, and evaluating pilot programming designed to increase engagement, reduce social isolation, and strengthen connections between older adults and community resources.

Working collaboratively with community center staff, partner organizations, and an external evaluator, this position helps identify the interests and needs of older adults, coordinates programming and nutrition initiatives, and promotes participation in activities that support healthy aging and community connection across neighborhood-based sites.

11. Position Summary:

This Program and Outreach Coordinator performs professional and administrative work in the development, promotion, coordination, implementation, and evaluation of neighborhood-based programming for older adults participating in the City of Madison's Older Adult Pilot Program.

Under the general supervision of the Community Resources Manager, this position works collaboratively with community centers, partner organizations, volunteers, and an external evaluator to assess program interests, implement activities and nutrition initiatives, promote participation, and track participation outcomes.

Work involves exercising independent judgment and initiative in coordinating programming across neighborhood-based sites, supporting partnerships with food providers and community organizations, and helping evaluate the impact of the pilot program on older adult engagement and social connection. Work may include evenings or occasional weekend hours based on program schedules.

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

40% **Program Coordination and Development**

Develop, implement, coordinate, and maintain neighborhood-based programs, services, and activities that support the well-being and social connection of older adults.

1. Work with community center staff to assess the interests and program needs of older adults in each neighborhood-based site.
2. Develop and implement a weekly schedule of activities and programs that reflect the needs and interests of participating older adults.
3. Coordinate and implement programs including educational workshops, recreation activities, wellness programming, and social engagement opportunities.
4. Recruit and coordinate program facilitators, instructors, volunteers, and community partners to support program delivery.
5. Coordinate program logistics including scheduling, supplies, equipment, and space arrangements in collaboration with community center staff.
6. Collaborate with community partners and organizations to expand program offerings and increase access to resources for older adults.
7. Monitor participation levels and program effectiveness and make recommendations for program improvements.
8. Support special events and activities that promote engagement and connection among older adult participants.

35% **Community Outreach and Engagement**

Develop and implement outreach strategies to increase awareness of neighborhood-based programming and strengthen connections with older adults and community partners.

1. Promote programming and activities in collaboration with Madison Senior Center staff and neighborhood community centers.
2. Conduct outreach to recruit participants through community meetings, events, presentations, and partner networks.
3. Build and maintain relationships with community organizations, service providers, and neighborhood partners serving older adults.
4. Develop and distribute program information through print materials, email communications, and community partner networks.
5. Support marketing and communications efforts that increase visibility of neighborhood-based older adult programs and services.
6. Work collaboratively with community centers to build welcoming and inclusive environments for diverse older adult participants.

25%

Program Evaluation, Nutrition Coordination, and Administration

Support program tracking, nutrition program implementation, and evaluation of the pilot program.

1. Work collaboratively with the external evaluator, Community Development Division (CDD) staff, and community center staff to track program participation, attendance, and outcomes.
2. Assist in collecting and maintaining program participation data and basic outcome measures related to engagement and social connection.
3. Coordinate neighborhood-based nutrition programming, including breakfast or lunch experiences, in collaboration with community centers and community partners.
4. Establish and maintain partnerships with food providers, meal programs, and community organizations supporting nutrition access.
5. Coordinate food delivery schedules or manage site-based stipends for meal programming depending on the pilot model implemented.
6. Track program outputs such as number of meals served and participation in nutrition programming.
7. Maintain program records and assist with preparing reports related to pilot program activities, participation, and outcomes.

13. Primary knowledge, skills and abilities required:

Knowledge

- Working knowledge of programs, activities, and engagement opportunities that contribute to the well-being and social connection of older adults from diverse segments of the community.
- Knowledge of community resources and services available to older adults and those that support community-based program development.
- Knowledge of outreach, marketing, public relations, and communication principles, techniques, and practices used to promote community programs and services.
- Knowledge of methods used to schedule, organize, and implement programs, services, activities, and events within community-based settings.
- Knowledge of methods used to prepare narrative and statistical reports, maintain program records, and collect basic participation or outcome data.
- Knowledge of strategies for building partnerships with community organizations, volunteers, and service providers.
- Knowledge of budgeting, recordkeeping, and program tracking procedures and practices.
- Knowledge of cultural competence and inclusive practices that support effective engagement with diverse community members.

Skills

- Skill in organizing and coordinating multiple programs, activities, and partnerships simultaneously.
- Skill in outreach and communication with community members, partner organizations, and stakeholders.
- Skill in preparing clear written materials, reports, and presentations.
- Skill in using computer software applicable to the duties of the position, including word processing, spreadsheets, databases, and communication platforms.
- Skill in problem-solving and addressing challenges that arise in program coordination or participant engagement.

Abilities

- Ability to establish and maintain effective working relationships with coworkers, community center staff, partner organizations, volunteers, and community members.
- Ability to recognize the needs of older adults and connect individuals to appropriate resources and services.
- Ability to work effectively in a team environment while exercising initiative and independent judgment.
- Ability to organize and prioritize work within established deadlines and adapt to changing program needs and priorities.
- Ability to coordinate volunteers, facilitators, and community partners involved in program implementation.
- Ability to work effectively with individuals from diverse cultural, racial, and socioeconomic backgrounds and respond appropriately to different perspectives and experiences.
- Ability to diffuse situations and respond constructively when challenges or conflicts arise.

- Ability to maintain adequate attendance and work occasional evenings or weekends as program schedules require.

This position requires work outside of normal business hours, evenings and weekends.

14. Special tools and equipment required:

None

15. Required licenses and/or registration:

WI driver's license

16. Physical requirements:

Ability to lift 30 pounds occasionally. Ability to sit at a computer in a traditional office setting.

17. Supervision received (level and type):

General supervision of Community Resources Manager.

18. 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).

19. 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).

EMPLOYEE

DATE

20. 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).

SUPERVISOR

DATE

Instructions and additional forms are available from the Human Resources Dept., Room 261, Madison Municipal Bldg., calling 266-4615 or visiting cityofmadison.com/employeeenet/policies-procedures/position-descriptions.