

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: 38.75

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:

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

This position coordinates programs for older adults, including recreation activities, as well as educational workshops for service providers that increase awareness for the needs of older adults. The work involves building and maintaining relationships with various stakeholders, including senior groups, community service providers and older adults. This includes cultivating relationships throughout the community and educating the aging community about the Madison Senior Center's (MSC) programs and services.

11. Position Summary:

This Older Adults Program and Outreach Coordinator performs professional and administrative work in the development, promotion, coordination, implementation, management, and evaluation of programs, activities, and special events. This work involves responsibility for developing and leading the execution of a comprehensive outreach plan to increase program awareness, support engagement, build a network of community resources and link resource connection to older adults. Under general supervision of the Community Resources Manager, work involves the exercise of independent judgment and initiative in management of City of Madison funded programs and activities at the Senior Center and throughout the community. Work involves other duties as assigned.

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

25% Program Coordination and Development

1. Develop, implement, coordinate, and maintain programs, services, and activities that support older adults in the City of Madison.
2. Develop appropriate programs and activities for multiple cohorts of older persons, addressing social, economic, intellectual, educational, spiritual, cultural, physical, and emotional aspects of aging.
3. Collaborate with program staff to coordinate new program development, identify knowledge experts, and orient facilitators and instructors.
 1. Develop and implement of presentations and activities to engage Black, Indigenous and People of Color, LGBTQ+, and low-income older adults.
4. Establish schedules and methods for providing programs, services, and activities; recommend improvements or modifications; assist in developing and implementing programming policies and procedures.
5. Coordinate programs with community partners such as UW-Madison, Madison College, NewBridge, and WI Institute for Healthy Aging.

25% Community Education and Engagement

1. Develop, promote, and implement a range of successful aging outreach activities and events in collaboration with community centers and nonprofit agencies serving older adults.
2. Develop and implement an annual plan to build and sustain relationships with program stakeholders, including Aging Services providers, nonprofit organizations, and other community stakeholder partners.
3. Plan and deliver workshops that promote cultural awareness, engage Black, Indigenous and People of Color, LGBTQ+, and low-income older adults.
4. Recruit program participants and volunteers through tabling, outreach, and meetings.
5. Foster and maintain community partnerships to engage new participants, create new opportunities for successful aging programming, and promote volunteerism and program support.
6. Develop and distribute print and electronic information about successful aging programs, activities, and events available at the Madison Senior Center and throughout the community.

25% Service Coordination and Administration

1. Serve as primary point of contact for all service coordination requests and make timely and appropriate referrals to external service providers when applicable.
2. Create and maintain a resource directory of service providers and resources.
3. Create and maintain a database of participants and participant needs.
4. Proactively develop and arrange educational/preventative health programs and services for participants.
5. Develop and sustain partnerships with the Area Agency on Aging, the Aging and Disability Resource Center, community-based supportive service providers and other community stakeholders.

25% Volunteer Coordination and Administration

1. Identify volunteers and provide direction, coordination, and consultation for all volunteer and collaborative functions within the Madison Senior Center.

2. Serve as primary point of contact for all requests to volunteer/collaborate including, telephone, voicemail, email, and written requests and ensure a timely response.
3. Develop and maintain a comprehensive recruitment, orientation, training, retention, and recognition plan for individual and group volunteers.
4. Develop and maintain strong, positive relationships with collaborative partners ensuring that mutually agreed upon expectations are being met.
5. Develop and maintain complete and accurate records including volunteer policies, procedures, position descriptions, standards of conduct and, where applicable, criminal background checks.
6. Develop and provide to management monthly and annual reports on all individual and group volunteer activities to include number of volunteers, number of hours, and in-kind contribution value of service.
7. Collaborate with program staff in developing and maintaining a comprehensive list of involvement opportunities for individual and group volunteers and collaborative partnerships.

13. Primary knowledge, skills and abilities required:

- Working knowledge of programs, activities and special events that contribute to the well-being of senior adults from multiple segments of the community.
- Knowledge of community resources available to seniors, and those available to aid in Senior Center program development, and the ability to cultivate relationships with those agencies and individuals.
- Thorough knowledge of outreach, marketing, public relations and communication principles, techniques and practices.
- Thorough knowledge of methods used to schedule, organize and implement programs, services, activities, and special events.
- Working knowledge of methods used to prepare clear and concise narrative and statistical reports, maintain program and financial records, and to use survey instruments to assess participant needs and outcomes.
- Working knowledge of successful methods for securing resources and in-kind services for non-profit/government programs.
- Working knowledge of computer software applicable to the duties of the position, including word processing, spreadsheet, data based and desktop publishing computer applications.
- Working knowledge of methods used to promote programs and events, write accurate news releases and to review and edit the related work of others.
- Working knowledge of preparing and presenting effective informational presentations about the senior center to the community.
- Knowledge of budgeting and recordkeeping procedures and practices.
- Knowledge of cultural competence as evidenced by the ability to establish and maintain effective working relationships with diverse co-workers, community members and other partners; ability to consider different viewpoints and to interact effectively within multicultural settings; and, ability to understand and respect values, attitudes, beliefs, and mores that differ across cultures, and to consider and respond appropriately to these differences in all aspects of City staff work.
- Ability to recognize special service needs of seniors and provide referrals to appropriate social service agencies.
- Ability to diffuse situations and problem solve when conflicts arise.
- Ability to work effectively in a team setting by exhibiting self-motivation working cooperatively toward shared goals, completing assignments in a timely manner, and understanding the specific roles, responsibilities, and expectations of employees within a team.
- Ability to organize and prioritize own work within established deadlines, adhere to assigned work schedules and adapt to changes in work assignments.
- Ability to oversee and train volunteers and student interns.
- Ability to maintain adequate attendance.

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/employeenet/policies-procedures/position-descriptions.