

Wood County Committee on Aging, Inc. Position Description

Position: Program and Outreach Specialist

Index Number: 404

Reports to: Director of Programs

Purpose: Develop, plan, organize, implement and evaluate programs that meet the mission of WCCOA.

Responsibilities to include:

1. Develop, implement, schedule, promote, and evaluate designated programs and activities at all WCCOA Senior Centers, or virtually, as assigned.
2. Coordinate and facilitate registration for programs, classes, and events, as assigned.
3. Facilitate programs, activities and special events including those conducted in the evenings and on weekends, as assigned.
4. Input senior profiles into MySeniorCenter. Create and modify events and program listings in MySeniorCenter.
5. Plan, implement and transport participants to approved trips and tours, maintaining transportation records, as required.
6. Monitor all WCCOA Senior Center sites for program requirements based on agency standards. Communicate with Site Managers, Food Service Manager and Director of Programs to ensure compliance.
7. Assist with evaluation of program effectiveness and suitability.
8. Coordinate activities and programs of volunteers and interns as directed by the Director of Programs.
9. Review and update public relations plan and strategy for uniformity in message, including templates, tag lines and logo usage.
10. Initiate and research media opportunities including on-air interviews, feature stories, and social media.
11. Design, negotiate, and schedule, with the approval of the Executive Director, advertising in local media.

12. Coordinate the production of publicity materials such as handouts, weekly media updates, annual reports, press releases, promotional videos, photographs, films and multimedia programs, with the approval of the Executive Director
13. Assist in providing material and updates to the WCCOA website, social media and the agency blog
14. Maintain and create media lists (including e-mails) and a record of media seasonal publications. This will include maintaining files and news clippings.
15. Coordinate booths/displays and outreach for community events, including maintaining and updating the coverage schedule.
16. Maintain and update newsletter mailing database using Access software and complete annual newsletter renewals.
17. Develop program flyers for events, classes and activities for submission to the Director of Programs.
18. Coordinate layout, retrieval of articles and other materials for monthly newsletter, on a timely basis, meeting deadlines, as assigned, including proofreading by the Executive Director, the Director of Fiscal and Facility Operations and the Manager of Human Resources. Work with the Director of Programs for final approval prior to submission to printer.
19. Attend conferences and workshops for professional development, as approved.
20. Perform other duties, as assigned.

Qualifications and Essential Skills:

Education requirements: Bachelor's degree in Gerontology, recreation, Leisure studies, business, public relations, marketing, advertising, communication, journalism or other related program or demonstrate equivalent experience in related field. Must possess strong writing, research, and organizational skills. Must demonstrate and understand media relations skills, and exercise good judgment. Must be a self-starter with the ability to assess and prioritize projects and meet deadlines. Must have the ability to function independently or as an active team member with all departments. Must possess proven organizational skills and the ability to meet deadlines. Must be proficient with Adobe InDesign and Microsoft Office software (including Word, Excel, Access, PowerPoint and Publisher). Must manage sensitive and confidential information with integrity. Demonstrate communication skills, both written and oral.

Minimum Requirements:

Must have a proven record of working harmoniously with older adults as well as colleagues. Must be eligible for bonding and insurable under agency policy. Must possess a valid Ohio Driver's license with proof of auto insurance (state minimum). Must meet the requirements contained in Ohio Administrative Code (OAC) 173-3-06.6 (B)(3). Compliance shall be reviewed not less than annually. Must successfully complete Bureau of Criminal Investigation (BCI) records check, as defined in OAC 173-9-01.

Abilities Required:

Must demonstrate fluency in English, both written and oral. Must be able to lift a minimum of 50 pounds consistently.

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of this position. This description shall not be construed as declaring the specific tasks and responsibilities. It is not intended to limit, or in any way modify the rights of any supervisor to assign, direct, and control the work of employees under their supervision. The use of this particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.

Note: Responsibilities are not listed in any defined order or priority, but are requirements of the position.