



Town of Wenham

Council on Aging
10 School Street
Wenham, MA 01984

TEL 978-468-5529

FAX 978-468-8014

JOB POSTING

POSITION POSTING LISTED BELOW:

Council on Aging Outreach & Marketing Coordinator

APPLICATION PROCESS:

All interested applicants are required to submit a resume and letter of interest to Jim Reynolds, Council on Aging, Director. All such submittals can be emailed to jreynolds@wenhamma.gov or mailed or hand delivered to:

Wenham Council on Aging
ATTN: Jim Reynolds
10 School Street
Wenham, MA 01984

Submittal Deadline: Monday, July 9, 2018 at 4:00PM

Additional information regarding the posted position is available on the Town website www.wenhamma.gov or can be obtained by calling the Council on Aging at 978-468-5529.

COA Outreach & Marketing Coordinator

Status: Permanent / Part-Time 12 Hrs. / Wk.
Department: Council on Aging
Start Date: Negotiable
Compensation: Starting at \$15.00/ hour

Requirements: Bachelor's degree in social work or related field; Minimum two years' work experience in human services sector, or an equivalent combination of education and experience.

Job Description: Under general direction of the COA Director, position is responsible for planning, coordinating and executing a variety of marketing, information gathering, and educational program tasks, including development of monthly program and marketing materials, grants research, outreach service coordination, and social media. Position will also assist COA Director with website and newsletter content.

POSITION DESCRIPTION

Title: **COA Outreach Marketing Coordinator**

Department: **Council on Aging**

Date: **6/18/18**

Location: **Wenham Resource Center**

GENERAL PURPOSE

Plan, coordinate and execute a variety of marketing, information gathering and educational program tasks including monthly program and marketing material development, grant research, outreach services coordination and social media. Assist Director with web and newsletter content.

SUPERVISION RECEIVED

The outreach marketing coordinator will work independently with flexible hours (12 per week) under the general supervision of the Council on Aging Director.

SUPERVISION EXERCISED

Coordinate with existing team.

ESSENTIAL DUTIES AND RESPONSIBILITIES

May include any or all of the following:

Outreach Marketing Coordinator

- Compile and input data from our Age and Dementia Friendly Initiative as information is gathered through focus groups and surveys.
- Mandatory reporter for Protective Services Network, if applicable.
- Refer clients to support staff for completing required applications for local, state and federal services and programs.
- Maintain existing brochure collection and expand outreach marketing for tax benefits and cost saving ideas for older adults on fixed incomes.
- Assist COA Director in making information available to adult children or relatives of elders to assess and develop appropriate action plans.
- Develop content for the monthly newsletter that enhances awareness of available elder service assistance.
- Compile and maintain program related data and records; submit periodic reports to assist the Director with reporting to Board of Selectmen and Town Administrator.

Program Marketing

Build awareness and use of the COA's programs and services. Utilize marketing vehicles include Facebook, Wenham website, local cable channel, newsletters, flyers, and phone calls. Develop other marketing materials and utilize as appropriate.

DESIRED MINIMUM QUALIFICATIONS

Education and Experience:

- Graduation from a four-year college or university with a degree in social work or related field;
- Minimum two years experience in Human Services Program or an equivalent combination of education and experience.

Helpful Knowledge, Skills and Abilities:

- Considerable knowledge of elder service programs and delivery systems
- Considerable knowledge of local, state and federal laws and regulations governing Council on Aging Programs.
- Knowledge of human services.
- Ability to manage crises and sensitive issues.
- Good interpersonal and oral communication skills/ability to maintain confidentiality.
- Ability to assess and make decisions regarding the welfare and safety of clients and families.

SPECIAL REQUIREMENTS

Valid Massachusetts State Driver's License.
Must pass Criminal Record Information (CORI)

TOOLS AND EQUIPMENT USED

Computer using MS Word and Excel, Publisher, telephone, mobile. Helpful to have working knowledge or interest in "My Senior Center" software.

PHYSICAL DEMANDS

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is frequently required to walk, sit and talk and hear. The employee is required to use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms.
- Specific vision abilities required by this job include close vision, and the ability to adjust focus.
- Employees are occasionally exposed to exceptionally dirty and odoriferous environments.

Schedule

Schedule – 12 hours/week.

Salary

\$15/hour

To Apply

Send fax, email or mail resume to:

Jim Reynolds, Director

Wenham Resource Center

Email: jreynolds@wenhamma.gov

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