

CHARLESWOOD SENIOR CENTRE INC.

POSITION TITLE: Program Manager (Part-Time);

REPORTS TO: Executive Director

SUMMARY OF POSITION:

The Program Manager will assist the Executive Director in implementing the day-to-day operations and administration of the Charleswood Senior Centre (known as the Charleswood 55 Plus Active Living Centre). The Program Manager is responsible for the development, implementation, coordination and evaluation of Centre programs and events under the direction of the Executive Director.

Responsibilities and Duties shall include:

1. Program Coordination

- a) Plan, develop, implement and evaluate programs consistent with the mission of the Centre
- b) Ensure resources for programs are acquired
- c) Provide guidance and leadership to the Program Committee
- d) On behalf of the Centre, act as the liaison with program instructors and service providers
- e) Assists with maintaining statistics relevant to programs
- f) Contribute to the development and attainment of program goals
- g) Evaluate programs on an ongoing basis
- h) Develop and maintain a system of space (room) bookings for various programs, events and services throughout the Centre
- i) Seek new program trends and issues related to older adults in order to enhance the diversity of programs and services offered by the Centre

2. Development of Promotional Materials

- a) Manage the production and distribution of marketing materials including posters, flyers, brochures
- b) Produce the Centre's newsletter and ensure its distribution to all Centre sites
- c) Ensure that the Centre's website and digital sign are up-to-date and have current program information
- d) Manage a social media presence on all relevant platforms

3. Volunteer Coordination

- a) Recruit, manage and instruct volunteers
- b) Provide support to the Volunteer Chairperson
- c) Assist the Fundraising Committee with organization and promotion of fundraising events

4. Direct (Community) Service

- a) Provide information, referral and support to those 55 plus and/ or to their families, in the community, in accordance with Board Policy
- b) Assist the Executive Director as a representative of the Centre at various community and other work- related meetings

5. Other

- a) Assume responsibility for the Centre on the Executive Director's behalf in the event of the Executive Director's absence
- b) Perform additional tasks as mutually agreed upon with the Executive Director

POSITION SCOPE

Reports to, and takes direction from, the Executive Director. Develops and maintains a close working relationship with the Administrative Staff and the Board of Directors in keeping with the Centre's team approach.

POSITION QUALIFICATIONS

Experience and Education

- The incumbent will have a post-secondary education/ experience in the field of Kinesiology/ Recreation Management or related field.

Skills and Abilities

- Possess strong interpersonal skills
- Possess excellent oral and written communication skills
- Experience working with mature adults and volunteers
- Possess excellent computer skills including proficiency in Microsoft Office
- Possess knowledge and skills of social media marketing
- Able to prioritize workload and be attentive to detail
- Possess excellent organizational skills
- Ability to work independently and as part of a team
- Ability to assume a leadership role
- Certified in Emergency First Aid and CPR Level C

COMPENSATION

The salary range for the Program/ Marketing Coordinator is dependent upon knowledge, skills and experience.