

## Town of Cromwell

**Title**            **Senior Center Outreach Coordinator**

### **Objectives**

Under the general direction of the Director of Human Services, responsible for developing, implementing and coordinating diversified programs, activities and special events for senior citizens; conduct outreach within the community to encourage participation in senior center programs and connect seniors with resources available to meet their needs.

### **Essential Functions**

Plan, Develop, Promote, Implement, and Evaluate a wide variety of Senior Center Programs and activities to include cultural, educational, fitness, life skill development, and health and wellness programming; determine materials, supplies, and assist with budgeting needs for these programs.

Maintain an active program of community outreach connecting with isolated, homebound seniors with the purpose of linking seniors to appropriate resources and promoting the Center's purpose and support for its programs. Conduct home visits or phone calls to assess client needs.

Develop promotional literature for senior programs and prepare weekly email blasts, press releases, and a monthly newsletter. Prepare newsletter articles, flyers, posters of program offerings and special events. Post programs regularly on social media platforms.

Maintain statistical records of programs utilizing department software, track participant attendance and client interactions designed to assist the Director with budget, grants and resource development.

Collaborate with community partners in offering programs and activities of interest to senior citizens including the local schools for intergenerational programming.

### **OTHER DUTIES:**

May provide oversight and assist with supervision of volunteers, interns, or others as assigned  
Perform related duties as required.

### **Required Knowledge, Skills and Abilities**

Knowledge of government and private resources available for seniors, families and caregivers.

Ability to interact in a positive manner with Seniors.

Ability to interview Seniors and assess needs to help maintain independence.

Ability to oversee a variety of group programs.

Ability to make public presentations to community groups for continual exposure, education, and recruitment of volunteers and programs for the Senior Center.

Ability to market programs and ideas; to communicate both orally and in writing; to establish positive public relations for the Town and interact with a wide variety of people.

Ability to work effectively with Town Staff and officials, participants, volunteers and the public.

Great organizational skills and the ability to infuse creativity and flexibility into the senior's programs.

#### **Required Equipment Operation**

Operates a motor vehicle, personal computer and standard office equipment.

#### **Required Physical Effort**

Climbing stairs in order to accomplish home visits; sitting at a desk and working continuously for extended periods of time; standing for extended periods of time during programs.

#### **Required Qualifications (Minimum)**

Graduation from an accredited college or university with an Associate's Degree in Human Services, Gerontology, Recreation, Social Work, Social Sciences, or some closely related field and one (1) year of experience in Senior Services work, or an equivalent combination of education, training, and experience.

#### **Special Requirements**

Must possess a valid motor vehicle driver's license.

Approved by the Town Manager June 30, 2020

Starting Salary: \$23.88 per hour

35 hours per week

Accepting applications through July 15, 2020

Please refer to the Town of Cromwell's website for an application which may be emailed to:

[mbironi@cromwellct.com](mailto:mbironi@cromwellct.com)

via mail:

Town of Cromwell

Human Resource Department

41 West Street

Cromwell, CT 06416