



Western Illinois Area Agency on Aging Position Description

Outreach Coordinator

Department: Program
Reports To: Grants & Program Manager/Assistant Director

Summary:

The Outreach Coordinator has responsibilities of administering the A Matter of Balance program in all 10 counties in PSA 03. Administer the Caring for You, Caring for Me program by the Rosalynn Carter Institute for Caregiving. Oversee the Dementia Friendly Community Initiative and attend meetings with key community leaders and members. Represent WIAAA at outreach events and service meetings and assist with the RFP scoring process during a full procurement year.

Along with all program staff, this position works as a part of a team within WIAAA to address agency priorities and to develop other programs that contribute to the mission of WIAAA.

Specific Duties and Responsibilities:

A Matter of Balance

1. Obtain and maintain certification as a Coach and Master Trainer for “A Matter of Balance”.
 - a. Teach at least two participant classes per year.
 - b. Teach at least one coaches training per year.
2. Recruit and coordinate Coaches Training for MOB in the WIAAA planning area for all 10 counties.
 - a. Recruitment of coaches through a variety of methods utilizing flyers, press releases, mailings, public presentations, etc. to appropriate audiences.
 - b. Schedule and administer Coach training sessions including location, obtaining materials, arranging lunch, communication, etc.
 - c. Assure that new coaches are paired with experienced coaches to lead their first class.
 - d. Complete required observation of new coaches. Complete ongoing monitoring of experienced coaches with one observation per year.
 - e. Schedule and facilitate the annual coaches meeting/training for all coaches annually.
3. Plan and coordinate classes in the WIAAA planning area.
 - a. Plan and coordinate classes in all 10 counties including scheduling, assigning coaches, finding locations, publicity, obtaining materials, etc.
 - b. Recruit guest professionals meet with them to explain the program, and schedule them for the appropriate session during the class.
 - c. Oversight of workshops especially with new coaches and periodic checks on experienced coaches by attending at least one workshop for each coach to assure fidelity to the curriculum.

4. Responsible for all data input and tracking of program results both in the national data base and for WIAAA internal data base, grant tracking and reporting.

Administer the Caring for You, Caring for Me Program

1. Develop an implementation plan for the program in PSA 03.
2. Create informational material for agency and provider websites and social media accounts to market the program.
3. Create press releases about the program and send to various media in PSA 03.
4. Hold at least 2 classes during the first year of implementation (FY2022).
5. Assign duties to Community Outreach Coordinator.
6. Log participants and units in AgingIS.
7. Complete all reporting requirements.
8. Meet all program projections for people served and units of service within 10% of projections for each Fiscal Year.

Oversee Dementia Friendly Community Initiative

1. Work with Bureau County Senior Citizens Center (BCSC) in efforts to make at least one town in Bureau County a Dementia Friendly Community.
2. Attend meetings with BCSC to meet with key community leaders and members to discuss the initiative.
3. Work through the Phases in the Dementia Friendly Toolkit and take recommended steps under each phase.
4. Communicate with BCSC on a regular basis and set regular meetings both in person and over the phone.
5. Complete all required reports for Illinois Department on Aging.

Represent WIAAA at Outreach Events and Service Meetings

1. Represent WIAAA throughout the planning area at county Human Service Councils meetings. Compile a summary of relevant information discussed at meetings to share with all staff.
2. Participate in health fairs and other community events and making community presentations.

Assist with the RFP scoring process During A Full Procurement Year

1. Work with the Assistant Director and Lead Program Coordinator to score submitted RFP applications from providers.

Participate in WIAAA Agency Wide Priority Projects as Assigned

1. Participate in special events that apply to the Agency as a whole.
2. Function as a part of a team focused on addressing changing priorities in WIAAA and the aging network including evidence-based programming, and other emerging trends as they arise.
3. Assist in the planning and delivery of annual mandatory training for Nutrition Providers
4. Assist in the planning and delivery of Information and Assistance (I & A) and Outreach training for providers.
5. Represent WIAAA throughout the planning area including health fairs and other community events to include making community presentations on OAA services.
6. Review pertinent information from a variety of sources to stay current on information and trends affecting older adults and services.

Qualifications

1. B.A. degree in Social Service or related field
2. Two years' experience in social service field.
3. Demonstrated computer skills, including e-mail, word processing, database management, and spreadsheet programs.
4. Ability to travel, occasionally overnight.

Core Competencies

Communication – Verbal and Written - *Openly exchanges information in a timely manner with all appropriate people. Listens well and uses confidential information with discretion. Writes and speaks in a clear, concise manner.*

Confidentiality - *Maintains confidential Agency and client information appropriately. Adheres to the Agency's Confidentiality Agreement in all matters.*

Ethics & Integrity - *Earns the trust, respect, and confidence of co-workers, providers and clients through consistent honesty, forthrightness and professionalism in all interactions.*

Interpersonal Skills - *Demonstrates the ability to get along with others internally and externally (providers, government representatives, vendors, etc). Acts in a way that is respectful of co-workers. Communicates and acts as a team player. Responds and acts appropriately to confrontational situations.*

Team Player - *Works with others cooperatively and flexibly, actively contributing to the team's goals. Offers and accepts constructive feedback in a positive manner. Values diverse work styles approaches and thoughts.*

Advocacy - *Effectively influences others to achieve understanding, acceptance, and commitment to act in support of ideas, programs, or causes related to senior issues.*

Affinity for older adults - *Understands the needs of older adults and effectively and compassionately communicates with that group of individuals.*

Analysis - *Uses data and information in a clear and rational thorough process to assess and understand issues, evaluate options, form accurate conclusions, and make decisions.*

Initiative - *Performs with minimal supervision, acts promptly and seeks solutions to resolve unexpected problems. Shows an interest and willingness to learn; does what needs to be done without being asked/ anticipates potential problems/opportunities.*

Judgment - *Displays balanced thinking that combines analysis, wisdom, experience and perspective. Produce decisions that withstand "the test of time".*

Leadership - *Demonstrates the ability to inspire, influence, and enable others to contribute to the effectiveness and success of the organization.*

Negotiate Agreements - *Effectively works with others to understand interests and actively strive to achieve agreements or resolve differences in a timely manner.*

Planning - *Logically integrate various ideas, intentions, and information to form effective goals, objectives, timelines, action plans and solutions.*

Project/Program Management - *Effectively directs and integrates all aspects of a project or program, ensuring that work progresses toward achieving goals and objectives.*

Problem Solving - *Uses intelligence, common sense, hard work, creativity and tenacity to solve difficult or complicated challenges as well as day to day problems. Effectively defines the issue, diagnoses and analyzes the problem, and recommends and implements solutions.*

Workload Management - *Effectively organizes multiple assignments, sometimes of a complex nature or involving competing priorities, to produce results that are accurate, thorough, and on time.*

To apply, please email a copy of your resume to Amy Phillips at aphillips@wiaaa.org.