

**SECTION 1 IDENTIFYING INFORMATION**

**Position Title:** Program Director  
**Supervisor's Title:** Chief Executive Officer

**Date:** March 2019

**SECTION 2 POSITION SUMMARY**

The Program Director, reporting to the Chief Executive Officer, is responsible for providing vision, leadership and oversight in the areas of First Link - Client Support & Education; Dementia Friendly Communities; Professional Education; Research and Advocacy in accordance with the Alzheimer Society of Manitoba's Ends Statements:

The Alzheimer Society of Manitoba exists so that all Manitobans affected by dementia receive the help they need today and have hope for tomorrow.

<b>1</b>	<b>People with dementia and their care partners have a voice.</b>
<b>2</b>	<b>People with dementia feel safe, accepted, respected and supported to thrive throughout their journey.</b>
<b>3</b>	<b>Care partners have meaningful support when they need it.</b>
<b>4</b>	<b>Manitobans actively engage with people with dementia and welcome them into all aspects of community life.</b>

**SECTION 3 DUTIES AND RESPONSIBILITIES**

In accord with the Alzheimer Society Federation Core Services and Core Competencies the Program Director will direct:

**1. FIRST LINK**

**30%**

- Provide vision, leadership and oversight in the development and delivery of First Link initiatives and services.
- Lead the development of partnership relationships with sources of referral.
- Hire and supervise Provincial Office staff to implement First Link delivery.

**Client Support**

- Deliver, and evaluate client support services that are person centered.
- Manage the contractual relationship between the WRHA and the Alzheimer Society of Manitoba pursuant to the delivery of First Link® within Manitoba. Report project outcomes.
- Develop and manage the First Link and Client Support budgets.

**Family Education**

- Monitor and evaluate educational opportunities that meet the knowledge and skill needs of family/informal care providers of people with dementia.
- Develop and manage the Family Education budgets.

**2. DEMENTIA FRIENDLY COMMUNITIES**

**15%**

- Promote, monitor and evaluate delivery of the Dementia Friendly Communities program to foster community understanding of the warning signs of dementia, principles of risk reduction, the importance of early diagnosis and to create a respectful community inclusive of people with dementia and those who care for them.
- Hire, supervise and provide visionary leadership to staff that implement Dementia Friendly Community initiatives, Minds in Motion and public awareness programming.
- Liaise with community organizations to promote development of Dementia Friendly Community Initiatives.

- Engage people impacted by dementia to share their experiences of living with dementia.
- Develop and manage the Dementia Friendly Communities and Minds in Motion budgets.

**3. PROFESSIONAL EDUCATION INITIATIVES**

**15%**

- Monitor and evaluate programs to ensure that they meet the knowledge and skill and needs of health care professionals.
- Champion the delivery of P.I.E.C.E.S.™ education within the regional health authorities.
- Manage the contractual relationship between the WRHA and the Alzheimer Society of Manitoba pursuant to the delivery of P.I.E.C.E.S.™ with in Manitoba. Report project outcomes.
- Hire, supervise and provide visionary leadership to staff that implement delivery of education programs.
- Develop and manage the Education budgets.

**4. ADVOCACY**

**20%**

- Liaise with provincial and local committees and organizations representing the voice of people impacted by dementia.
- Develop, monitor and evaluate advocacy initiatives to influence public policy and programs that affect the quality of life of people impacted by dementia.
- Develop and manage the Advocacy budget.

**5. RESEARCH**

**10%**

- Liaise with Manitoba researchers.
- Promote the research cause in Manitoba while educating the public about research outcomes.

**6. ORGANIZATIONAL DEVELOPMENT**

**10%**

- The Program Director participates in the Management Team of the Alzheimer Society assisting in strategic planning, development and implementation of new initiatives and reporting outcomes.
- Act as a media spokesperson for the Alzheimer Society.
- Represent the Alzheimer Society of Manitoba to committees of the Alzheimer Federation in Canada.

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**SECTION 4 SUPERVISION EXERCISED**

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The Program Director directly supervises: the First Link® staff, the Education Manager, the Dementia Education Manager (P.I.E.C.E.S.™), the Minds in Motion Manager and other staff as may be engaged.

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**SECTION 5 POSITION REQUIREMENTS**

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**FORMAL EDUCATION:**

- A Bachelor's degree in Health, Social Sciences, Organizational Leadership or related fields.

**WORK EXPERIENCE:**

- Minimum of 10 years' experience in the field of geriatric services.

**WORKING LEVEL QUALIFICATIONS:**

- Demonstrates advanced knowledge and practice in delivery of information, support and education to people with dementia and their care partners.
  - Demonstrates the skills of needs assessment, program planning, implementation and evaluation of programs and projects.
  - Demonstrates skills in community liaison and advocacy.
  - Demonstrates skills in leading staff, including recruitment, mentoring and performance evaluation.
  - Demonstrates skills in administration including budgeting and reporting.
  - Demonstrates ability to work independently with minimal supervision.
  - Proficient in the use of the Office Suite.
  - Able to travel to throughout the Winnipeg region and Manitoba.
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