

ALZHEIMER SOCIETY OF MANITOBA

POSITION DESCRIPTION

SECTION 1 IDENTIFYING INFORMATION

Position Title:
Dementia-Friendly Communities Coordinator (1.0 FTE)

Supervisor's Title:
**Senior Manager,
Dementia Friendly
Communities**

Date: May 2025

SECTION 2 POSITION SUMMARY

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

Acting as an ambassador for the Alzheimer Society of Manitoba (ASM) and reporting to the Senior Manager, Dementia Friendly Communities, the Dementia-Friendly Communities Coordinator is responsible for implementing and evaluating dementia friendly programming in Manitoba, including through the administration and promotion of the Minds in Motion® program and partnerships, the development of community partnered programming, and facilitating dementia-friendly capacity building within organizations across Manitoba. This includes the recruitment and training of program volunteers, delivery of programs, and the provision of community-based dementia information and training resources.

The Dementia Friendly Community Coordinator will foster relationships with community partners throughout Manitoba in cooperation with the Dementia Friendly Community Program Manager in accordance with The Alzheimer Society of Manitoba's Mission Statement and Ends Statements:

1	People living with dementia and their care partners have a voice.
2	People living with dementia feel safe, accepted, respected and supported to experience their highest quality of life throughout their entire journey.
3	Care partners have meaningful support when they need it.
4	Manitobans actively engage with people living with dementia and welcome them into all aspects of community life.
5	Manitobans understand and engage in brain health strategies to reduce their risk of dementia.

This is a full-time position (1.0 FTE) based at the Provincial Office of the Alzheimer Society of Manitoba in Winnipeg. The role requires travel across Manitoba, including multiple program locations each week to provide on-site Minds in Motion facilitation. Days and hours of work are Monday through Friday from 8:30 am to 4:30 pm. Occasional evening and weekend work may be required as job duties demand.

SECTION 3**POSITION SUMMARY**

1. Program Planning & Implementation**50%**

- Work collaboratively with the Senior Manager, Dementia Friendly Communities to consult with prospective new program partnerships; liaise with community stakeholders; purchase of program kit supplies and program promotion; support and mentor the community team as they implement the program.
- Promote opportunities and deliver dementia-friendly community training to community organizations, businesses and other groups, outside the scope of formal partners delivering direct programming.
- Monitor Community Partner programming sites for quality control and offer support to community partner program leaders and volunteers.
- Manage inventory of program resources.
- Track and evaluate program outcomes.
- Refer program users to other ASM departments for support as appropriate.
- As a member of the dementia-friendly communities team, support programming at Minds in Motion sites as necessary, including: liaising with returning host sites, lead facilitators, fitness instructors, and volunteers.

2. Public Education**30%**

- Plan, promote, deliver, and evaluate dementia-friendly community information and training sessions aimed at increasing skills and confidence in people to support someone with dementia who may be using their services.
- Connect with the Senior Manager, Dementia Friendly Communities and Education Manager to ensure new dementia-friendly community tools are being integrated into all education programs.

3. Program Development**10%**

- Work collaboratively with the Senior Manager, Dementia Friendly Communities to provide opportunities for people with early to moderate stages of dementia, along with a care partner, enabling them to experience the benefits of active and social living with community inclusion.
- Develop and source new activities with supporting resources for all programs.
- Work with the Senior Manager, Dementia Friendly Communities to develop, monitor and update program manuals, templates and outlines.
- Communicate with community stakeholders to promote Community Partner programs and foster ongoing relationships.
- Collaborate with community organizations and health/wellness facilities about opportunities to partner with Alzheimer Society of Manitoba's Dementia Friendly Community programs.
- Collect annual program statistics.
- Working with the Senior Manager, Dementia Friendly Communities, plan and carry out an annual Minds in Motion® training day for staff, volunteers, and fitness leaders.
- Collaborate with community partners, Communications team and Program departments to develop and carry out a marketing/promotion strategy.

4. Staff Training and Development**5%**

- Supervise volunteers.
- Work collaboratively with the Senior Manager, Dementia Friendly Communities to recruit, train and develop volunteers and lead facilitators.

5. Administration**5%**

- Track and provide program data in support of annual plans and reports.
- Submit expense reports monthly.

SECTION 4**SUPERVISION EXERCISED**

Under the support and supervision of the Senior Manager, Dementia Friendly Communities, the Dementia Friendly Communities Coordinator exercises leadership and supervision of contracted staff, fitness leaders, site facilitators and volunteers that assist in the delivery of community programming.

SECTION 5 POSITION REQUIREMENTS

FORMAL EDUCATION

- A degree or certificate in the field of health, social services, health care discipline or community development.

WORK EXPERIENCE

- Minimum of 3 years' experience in community-based recreation or education programming.
- Experience working with older adults in program settings.
- Experience recruiting and directing volunteers and seasonal instructors.
- Experience in program design.
- Experience with public speaking and presentations.
- Experience in dementia care an asset.

WORKING LEVEL QUALIFICATIONS:

- Demonstrates the skills of needs assessment, program planning, implementation and evaluation of programs and projects.
- Demonstrates skills in community building and liaison.
- Demonstrated skills in leading volunteers, including recruitment, training and development, mentoring and performance evaluation.
- Excellent interpersonal, verbal and written skills.
- Excellent organizational and time management skills.
- Demonstrated teamwork skills.
- Demonstrates knowledge of the needs of older Manitobans.
- Demonstrated skills in administration, including budget tracking and reporting.
- Demonstrated ability to work independently.
- Proficient in the use of the Office Suite.
- Proficient in the use of online or virtual platforms for presentations, webinars and other training.
- Holds a valid driver's license and able to travel to throughout Manitoba.

To Apply:

Please submit a cover letter and resume clearly stating how the requirements are met.

Nicole McDonald,
Senior Manager, Dementia Friendly Communities
nmcdonald@alzheimer.mb.ca with **Dementia-Friendly Communities Coordinator** in the subject line.

Applications will be accepted up to **Wednesday, June 18**.

The Alzheimer Society of Manitoba is looking to enhance the diversity of our team and encourages candidates with a range of backgrounds and experiences to apply. Reasonable accommodations will be made for those living with disabilities.

We thank all those who apply, however, only those selected for further consideration will be contacted.