

ALZHEIMER SOCIETY OF MANITOBA
POSITION DESCRIPTION

SECTION 1: IDENTIFYING INFORMATION

Position Title:
Dementia-Friendly Communities Manager

Supervisor's Title:
Program Director

Date: September 2026

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.

The Dementia-Friendly Communities Manager is responsible for the management of dementia-friendly programming across Manitoba, including the administration and promotion of the Minds in Motion and Community Partner Programs and associated partnerships, as well as facilitating dementia-friendly capacity building within organizations.

The Dementia-Friendly Communities Manager will collaborate with the Dementia-Friendly Community and Regional Coordinators to foster relationships with community partners throughout Manitoba, and in accordance with the Alzheimer Society of Manitoba's Mission 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). 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.

The role requires travel within Winnipeg, including multiple program locations to support on-site facilitation, in addition to occasional travel throughout Manitoba to support with the delivery of rural programming.

SECTION 3: DUTIES AND RESPONSIBILITIES

1. PROGRAM PLANNING & IMPLEMENTATION

- Provide leadership to Dementia-Friendly Coordinators in the delivery of programming within Winnipeg.

- Oversee the management of existing program partnerships, in addition to consulting with prospective new partnerships. Identify outreach opportunities to increase the availability of dementia-friendly programming.
- Liaise and communicate with community stakeholders to promote Minds in Motion and Community Partner Programs and foster ongoing relationships.
- Support Dementia-Friendly and Regional Coordinators, and take lead when required, to liaise with returning host sites, lead facilitators, fitness instructors, and volunteers to implement programming (Minds in Motion and Community Partner Programming).
- Monitor programming sites for quality control and offer support to volunteers, fitness leaders, as well as Community Partner Program leaders.
- Position the ASM as the lead partner in working with the Manitoba business, not-for-profit, and municipal services to increase dementia-friendly initiatives.
- Oversee the delivery and development of opportunities for people living with early to moderate stages of dementia, along with their care partner, enabling them to experience the benefits of active and social living with community inclusion.
- Promote opportunities and deliver dementia-friendly community training to community organizations, businesses and other groups, outside the scope of formal partners delivering direct programming.
- Support Regional Coordinators in the planning and delivery of the Minds in Motion program in rural communities.

2. PUBLIC EDUCATION

- Plan, promote, deliver and evaluate dementia-friendly community information and training sessions aimed at increased skills and confidence for people to support someone living with dementia who may be using their services.

3. ORGANIZATIONAL DEVELOPMENT

- Support the Program Director in carrying out strategic planning, development and implementation of new initiatives and reporting outcomes.
- Represent the Alzheimer Society of Manitoba as appropriate within the Alzheimer Society of Canada federation.
- Collaborate with the Program Director and Alzheimer Society of Manitoba Senior Management Team to ensure that program development meets the needs and interests of people living with dementia and their care partners.
- Oversee the recruitment, training, onboarding and supervision of new staff, volunteers, fitness instructors, musical therapists, contract facilitators and any other relevant people who support the delivery of dementia-friendly programming.
- Plan and carry out an annual Minds in Motion training and development session for Alzheimer Society staff, volunteers, fitness leaders and therapists.
- Support community program partners in the development and delivery of training for their staff and volunteers.

4. ADVOCACY AND AWARENESS

- Collaborate with the Program Director and CEO to ensure that the voices of people living with dementia and their care partners are appropriately represented in the advocacy positions of the ASM.

5. ADMINISTRATION

- Develop, monitor and update program standards (including program manuals, policies, templates and outlines related to Minds in Motion and Community Partner Programs), in addition to ensuring that staff adhere to relevant procedures and policies.
- Provide comprehensive reports on program initiatives, activities and outcomes including for the ASM Annual Program Plan, Annual Report and funder reports as required.
- Oversee the implementation of the ASM evaluation plan, as it relates to dementia-friendly programming.
- Oversee the development and monitoring of the Minds in Motion and Community Partner Program budgets. Liaise with Dementia-Friendly and Regional Coordinators to ensure inventory needs are met, in addition to providing support with managing the inventory of program resources and supplies.
- Assist and support regional staff with programming resources.
- Ensure that clients are provided with service(s) in keeping with the Alzheimer Society's mission and mandate.
- Perform other duties as requested by the Program Director and/or CEO.

SECTION 4: SUPERVISION EXERCISED

The Dementia-Friendly Communities Manager exercises leadership and supervision of contracted staff, fitness leaders, site facilitators, volunteers and therapists that assist in the delivery of community programming, in addition to Alzheimer Society staff.

SECTION 5: POSITION REQUIREMENTS

FORMAL EDUCATION

- A degree or certificate in Recreation Management and Community Development, Therapeutic Recreation for Older Adults, or an equivalent combination of education and experience.
- Provincial or national accreditation in fitness, preferably older adult, is an asset.

WORK EXPERIENCE

- Minimum of 5 years' experience in community-based recreation programming (program development, delivery and outreach).
- Experience working with older adults in program settings an asset.
- Experience recruiting and directing staff, volunteers and seasonal instructors.
- Experience in program design and development.
- Experience with public speaking and delivering presentations an asset.
- Experience in dementia care an asset.
- Experience working in non-profit milieu an asset.

WORKING LEVEL QUALIFICATIONS

- Demonstrated knowledge and skill in facilitating needs assessment(s), program planning, implementation and evaluation of programs and projects.
- Demonstrated skill in community building and liaising with community stakeholders.
- Demonstrated knowledge of dementia and its impact on individuals and care partners an asset.
- Demonstrated skill in leading volunteers, including recruitment, training and development, mentoring and performance evaluation.

- Excellent interpersonal, verbal and written skills.
- Detail oriented, and excellent organization and time management skills.
- Ability to work independently and as a strong team contributor.
- Demonstrated skill in administration related tasks, including budget tracking and reporting an asset.
- Demonstrates strong computer skills in Microsoft Office Suite, as well as online social platforms such as Zoom.
- Holds a valid driver's license and able to travel throughout Manitoba.
- French and/or a secondary language an asset.

To Apply:

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

Jessica Harper
Program Director

jharper@alzheimer.mb.ca with Dementia-Friendly Communities Manager in the subject line.

This competition will remain open until the position has been filled.

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

Note: A clear police record check, with vulnerable sector check, is required to be submitted as a condition of employment.

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