ALZHEIMER SOCIETY OF MANITOBA
POSITION DESCRIPTION

SECTION 1: IDENTIFYING INFORMATION

Position Title:
Dementia-Friendly Communities Coordinator

Supervisor's Title:
Dementia-Friendly Communities Manager

Date: November 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 Coordinator is responsible for implementing and evaluating dementia-friendly programming in Manitoba. Included is the administration and promotion of the Minds in Motion program, 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 their supervisor, 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 each week to provide on-site Minds in Motion facilitation, in addition to occasional travel throughout Manitoba to support with the delivery of rural programming.

SECTION 3: DUTIES AND REPONSIBILITIES

1. PROGRAM PLANNING & IMPLEMENTATION

- Work collaboratively with the Dementia-Friendly Communities team and supervisor to provide 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.
- Liaise with returning host sites, lead facilitators, fitness instructors, and volunteers to implement programming (Minds in Motion and Community Partner Programming).
- Lead and manage programming at 4-6 Winnipeg sites per program season.
- Liaise and communicate with community stakeholders to promote the Minds in Motion program and foster ongoing relationships.
- Promote opportunities and deliver dementia-friendly community training to community organizations, businesses and other groups, outside the scope of formal partners delivering direct programming.
- Frequently monitor all programming sites for quality control and offer support to volunteers, fitness leaders, as well as Community Partner Program leaders.
- Prepare sessional program plans and liaise with program facilitators to ensure inventory needs are met, in addition to providing support with managing the inventory of program resources and supplies.
- 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 in people to support someone living with dementia who may be using their services.
- Connect with the Dementia-Friendly Communities team and supervisor, and the Education Manager, to ensure new dementia-friendly community tools are being integrated into all education programs.

3. STAFF TRAINING AND DEVELOPMENT
- Work collaboratively with the Dementia-Friendly Communities team and supervisor to recruit, train and onboard new volunteers, fitness instructors, musical therapists and contract facilitators. Included is the supervision of volunteers connected to the Minds in Motion program.

4. ADMINISTRATION
- Work collaboratively with the Dementia-Friendly Communities team and supervisor to develop, monitor and update program manuals, templates and outlines related to Minds in Motion and Community Partner Programs.
- Work collaboratively with the Dementia-Friendly Communities team and supervisor to plan and carry out an annual Minds in Motion training day for staff, volunteers and fitness leaders.
- Work collaboratively with the Dementia-Friendly Communities team and supervisor to track and evaluate program outcomes, in additional to statistics required for annual reporting.
- Support with applications for funding and follow up reports for funders as appropriate.
- Work collaboratively with the Dementia-Friendly Communities team and supervisor to monitor the program budget, including inventory management. Assist regional programs in securing program resources.
- Submit expense reports monthly.

SECTION 4: SUPERVISION EXERCISED

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

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 3 years' experience in community-based recreation programming (program development, delivery and outreach).
- 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

- 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 skill in leading volunteers, including recruitment, training and development, mentoring and performance evaluation.
- Excellent interpersonal, verbal and written skills.
- Excellent organization and time management skills.
- Ability to work independently and as a strong team contributor.
- Demonstrates a strong working knowledge of the needs of older Manitobans.
- Demonstrated skill in administration related tasks, including budget tracking and reporting.
- 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.

To Apply:

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

Jessica Harper
First Link® Senior Manager
jharper@alzheimer.mb.ca with Dementia-Friendly Communities Coordinator in the subject line.

This competition will remain open until 4:30 pm on Wednesday December 2nd.

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.