

**Alzheimer's Association  
Hudson Valley Chapter  
JOB DESCRIPTION – Community Engagement Manager, Diversity Specialist**

**Reports to: Senior Director of Community Engagement**

**Position Description:** The Alzheimer's Association is the voluntary health agency dedicated to eliminating Alzheimer's disease and related disorders through the advancement of research and to enhancing care and support services for all affected. The Association's Hudson Valley Chapter has an opportunity for a Community Engagement Manager to help us reach our strategic goals. This team member serves as a key staff person in fostering diversity and inclusion and marketing all programs, services, and events to a broad range of audiences throughout Westchester, Rockland and Orange counties. This team member also provides guidance about meeting the needs of diverse communities in our chapter territory.

**Position Responsibilities**

- Develops networks within diverse communities to assist the Chapter in reaching community leaders, families, and health and social service professionals, and raising awareness and funds.
- Markets all of the programs and services of the Alzheimer's Association through community outreach, presentations about Alzheimer's disease, and distribution of Alzheimer's Association literature and printed materials.
- Works to integrate multicultural outreach efforts into the chapter's programs and services and ensure that culturally appropriate services are available.
- Conducts educational programs as outlined in the Association's Common Program Plan.
- Provides support as part of the Chapter's Community Engagement team to assure the team reaches grant goals.
- Manages reporting requirements for all of the Chapter's grants. Identifies, trains, and supervises outreach speakers/volunteers from diverse communities. (ie. Spanish-language Caregiver Support Group facilitator)
- Identifies and cultivates potential participants and donors for all chapter events including the Walk to End Alzheimer's and The Longest Day.
- Identifies potential individual donors, major donors, and board members.
- Identifies and cultivates potential constituents for all chapter programs and services.
- Assists the Chapter's Diversity and Inclusion Committee by providing guidance in reaching underserved populations and identifying unmet needs.
- Helps develop collaborative efforts with leaders in underserved communities to engage their constituents.
- Coordinates with the Director of Government Relations and the Communications Manager to involve caregivers and individuals with dementia in advocacy and media activities.
- Provides information about clinical trials and Alzheimer's Association TrialMatch to individuals and caregivers from minority groups.
- Maintains and compiles program and service data; submits monthly reports of activities.
- Ensures compliance with standards of the Alzheimer's Association.

This position description in no way states or implies that these are the only duties to be performed by the jobholder. He/she will be required to follow any other duties as requested by his/her supervisor or

manager. This is not meant to be an exhaustive list of job duties. Essential job functions may change when necessary.

**Qualifications:**

- Bachelor's degree or equivalent work experience, and experience working with volunteers.
- Excellent verbal and communication skills required in English and Spanish.
- Ability to multitask; strong organizational skills, accuracy, and attention to detail.
- Excellent written and verbal communication skills. Ability to represent the organization in a professional manner.
- Strong interpersonal and presentation skills; ability to cold call and grow local business/agency relationships to increase visibility, brand awareness, volunteers, and revenue
- Ability to work independently on projects, establish priorities, and meet deadlines.
- Knowledge of grant reporting.
- Proficiency with Microsoft Office applications, especially Word and Excel, and with social media.
- Interest in aging issues and related service provision.
- Ability to be a strong team member including:
  - Taking action to promote a positive team climate.
  - Taking responsibility to contribute to the success of the team.
  - Being flexible about working on team tasks.
- Extremely flexible, highly motivated, and able to work under pressure.
- Ability to travel as needed to perform job duties (a car and valid New York State driver's license are required).

**Other:**

This is a full-time position 37.5 hours per week. Working hours may vary from week to week depending on program needs. This position requires evening meetings and participation in weekend events.

This position requires regular travel throughout the assigned territory of Westchester, Rockland and Orange Counties in N.Y.

**The Alzheimer's Association is an Affirmative Action, Equal Opportunity Employer, and we'd love to hear from you.**