



Northern California and Northern Nevada

## OPEN POSITION ANNOUNCEMENT

<b>POSITION TITLE:</b> Community Outreach Specialist
<b>DEPARTMENT:</b> Program
<b>REPORTS TO:</b> Regional Director
<b>LOCATION:</b> Santa Cruz and Monterey Offices
<b>STATUS:</b> Full-time, exempt (37.5 hours per week)

### ABOUT THE ALZHEIMER'S ASSOCIATION

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. Founded in 1981, the Northern California and Northern Nevada Chapter operates out of its main office in San Jose, California with regional offices in 10 other locations.

At the Alzheimer's Association, diversity is integral to our mission and vital to our vision of a world without Alzheimer's disease. We seek and celebrate broad diversity in our staff and volunteers that reflects the communities in which we live and work.

### POSITION SUMMARY

The Community Outreach Specialist is responsible for increasing concern and awareness, coordinating medical outreach, and providing support services and community education throughout Monterey, Santa Cruz and San Benito Counties. Based in the Santa Cruz office and spending some time in Monterey, this position will work with the Family Care Specialist to meet the growing needs of the community, with a particular focus on coordinating support groups, planning and delivering educational workshops, and increasing outreach efforts to expand our reach throughout the three counties, serving as the external face of the Alzheimer's Association related to programs and services. This full-time, exempt position will report to the Regional Director.

### ESSENTIAL JOB FUNCTIONS

#### Outreach and Education 60%

Responsible for the planning, coordinating, growing and implementing programs and services in accordance with the Association's Strategic Plan and Organizational Standards

- Provides a consistent presence in our Santa Cruz location and works to increase care and support programs throughout the three counties by a minimum of 15% annually
  - Works with Regional Director and Family Care Specialist to identify community needs
  - Increase constituent engagement in the region
  - Coordinates medical outreach for the region through the Alz Direct Connect program
- Stays up-to-date on Alzheimer's disease (AD) care and research, family caregiver issues and related interventions; and community resources
- Establishes and develops community partner collaboration opportunities for increased education, support, sponsorship and outreach

- Assists with Chapter's consumer education programs in the three counties
  - Plan and deliver community presentations, seminars and in-services using our Core Program curriculum, as well as general community education
  - Increase outreach of educational programs by 10% annually
- Works with Family Caregiver Specialist and Regional Director to coordinate, promote and implement educational programs, using Chapter branded materials.
  - Responsible for conducting a minimum set of core services and programs in conjunction with the Chapter's strategic implementation plan
  - Continually assess community education needs, expand services and on a quarterly basis evaluate local educational programs and direct services
- Develops an active Speaker's Bureau, overseeing the scheduling of the program and recruiting and training speakers to represent the local office in a variety of venues
- Provides in-service training to professionals about Alzheimer's disease, as needed
- Assists the Family Care Specialist in planning and implementing large scale annual education events held in the region, currently in Monterey and Santa Cruz
  - Identify opportunities for corporate sponsors
  - Identify potential speakers
  - Assist with program planning, marketing and other logistical needs, as needed
- Represents the Alzheimer's Association throughout the region at community based events and health fairs
  - Responsible for recruiting and training Community Outreach Volunteers to assist with medical outreach, public speaking and tabling at health fairs and other events
  - Attends networking/community meetings
- Participates in all grant funded activities, including program metrics and implementation, data tracking and grant reporting at a local, state, or national level, as indicated
- Works in conjunction with program team to identify community outreach plan and opportunities based on existing service levels/areas
- Ensures all care and support data is entered into Personify
  - Maintains and reports monthly data and progress reports as required

#### **Family Support Services 40%**

- Responsible for overall, day-to-day operations of the Santa Cruz peer support group program, including identifying new host sites, recruiting and training volunteers, maintaining an on-going relationship with facilitators and conducting annual visits to each location
  - Recruit, train and oversee the Support Group facilitators
  - Maintain regular communication with facilitators and provide them with ongoing education, updates on Research, Public Policy and Special Events in a timely manner
- Provides secondary support for information and referral follow-ups to those calling the 24/7 Helpline (800.272.3900)
- Increases awareness of the Chapter's 24/7 Helpline (800.272.3900) through flyer promotion and outreach
- Provide support as the secondary staff person working with our MedicAlert+Safe<sup>®</sup> Return program, providing assistance to families in the time of a wandering crisis
- Provide awareness and outreach of the Chapter's e-strategy communication channels
  - alz.org and its community outreach tools

- Facebook
- Twitter
- Instagram
- Responsible for fully utilizing all aspects of Personify based on the organizational business rules

### **CULTURE OF COLLABORATION**

- Fully engage in a culture where team collaboration is highly valued
- Work as a team to accomplish, if not exceed, organizational goals in the National Strategic Plan
- Participate in signature fundraising events
  - Walk to End Alzheimer's® staff team and personal fundraising goals
  - Work at least two Walk to End Alzheimer's on weekends
  - Participate in The Longest Day®
- Respond to public policy calls to action & participate in advocacy days
- Enhance our culture of diversity and inclusion in all aspects of the job

### **KNOWLEDGE, SKILLS/DEGREE REQUIRED/DESIRED, AND EXPERIENCE**

- Bachelor's degree required in social work, gerontology or a related field (Master's preferred)
- Spanish language skills bilingual/bicultural strongly preferred
- Experience in geriatric or Alzheimer's and dementia care required
- Experience leading education programs
- Strong public speaking skills
- Demonstrated skills in database systems
- Excellent communication, organizational, interpersonal and computer skills
- Strong team player
- Experience working in diverse communities and ability to demonstrate inclusion
- Familiarity with community services, dementia services, caregiving issues, difficult behaviors, and latest research on AD;
- Ability to multi-task and prioritize work;
- Ability to respond to emotional concerns of family members
- Ability to work with diverse communities and demonstrate inclusion

### **PERSONAL CHARACTERISTICS REQUIRED**

- Self-starter, independent worker and ability to take initiative;
- Ability to work as part of a team;
- Willingness to work occasional evenings and weekends;
- Strong listening and problem solving skills
- Desire to help families cope with Alzheimer's disease and related dementias

### **BENEFITS**

The Alzheimer's Association offers comprehensive medical, dental, vision, HSA and FSA plans, life and long-term care insurance. Additional benefits include paid holidays, paid time off, 401(k) retirement plan with employer and matching contributions. Be a part of a great work culture! We have been voted as one of the *Best Places To Work*.

**EQUAL OPPORTUNITY STATEMENT**

The Alzheimer's Association is an equal opportunity employer; we do not discriminate on the basis of race, ethnicity, color, national origin, religion, age, gender, sexual orientation, marital status, military or veteran status, political affiliation, physical or mental disability, or any other characteristic protected by federal, state or local law. The Alzheimer's Association, Northern California Northern Nevada Chapter is in compliance with the San Francisco Fair Chance Ordinance.

**SPONSORSHIP**

This position is not eligible for visa sponsorship.

**HOW TO APPLY**

- Submit cover letter and resume to [HR@alznorcal.org](mailto:HR@alznorcal.org)
- Refer to Job# 1203 in the subject line.
- Use only MS Word attachments.
- Please do not call regarding the status of resumes.
- Qualified candidates will be contacted regarding next steps.