

## JOB

### DESCRIPTION

<b>Job Title</b>	Public Education Coordinator
<b>Job Status:</b>	Permanent Full-time (35 hours per week) + Benefits+RRSP
<b>Starting Wage:</b>	TBD
<b>Reports To:</b>	Executive Director
<b>Description:</b>	<ul style="list-style-type: none"> <li>• Provide specialized education and training programs to a full range of target groups including people with dementia and their families, professional care providers, volunteers, and the general public.</li> <li>• Increase public awareness and education about Alzheimer's disease and related dementias (ADRD) through a variety of mechanisms (e.g., presentations, health fairs, newspaper articles).</li> </ul>

### Qualifications:

1. Post-secondary education in health and/or social sciences and community development with an emphasis on promotion and marketing.
2. Minimum of 3 years experience working with persons with dementia and/or their families, or appropriate combination of education and experience.
3. Knowledge of/experience with principles of adult education and experience designing education programs.
4. Knowledge of community health care agencies.
5. Excellent written and verbal communication skills.
6. Excellent presentation and good marketing skills.
7. High level of competency with Microsoft Office applications, virtual platforms and strong social media skills (Facebook, Twitter, etc.).
8. Demonstrated organizational skills.
9. Current valid Ontario driver's licence and daily access to a vehicle.

**\* Note that an offer of employment will be conditional upon a satisfactory police records check.**

### Responsibilities:

1. Develop and implement a marketing plan for all Alzheimer Society programs.
2. Initiate and maintain public education activities in the community to raise awareness of Alzheimer's disease and related dementias.
3. Assists in the coordination, design, delivery and evaluation of public education and awareness events to a broad variety of target groups, including persons living with dementia, family and professional caregivers, general public, students, volunteers, staff and community partners using a wide array of delivery methods including but not limited to presentations, forums, dementia simulations and web based e-learning.
4. Partner with other organizations and local educational institutions in the development and/or implementation of dementia-related education activities for care providers, caregivers, and volunteers.
5. Maintain the Katherine L. Punch Resource Library for use by people living with dementia, students, and general public. Make recommendations for purchase of additions to the Library and oversee the budget for the Library. Assist satellite offices in the development of their libraries. Maintain and order appropriate resources from the internal OMS site.
6. Represent the Alzheimer Society and persons living with dementia on community committees as requested.
7. Contribute to internal and external educational communications, with Shared Services to include local content in monthly newsletters
8. Act as resource for inquiries from the general public.

9. Provide input to and/or participate on committees at the provincial level dedicated to improving the Society's overall education program.
10. Maintain program statistics and prepare a monthly summary of activities and statistics for the Board of Directors.
11. Implement and monitor appropriate program standards and policies and procedures.
12. Monitor program expenditures for travel and educational resources to ensure that they remain within the approved budget. Travel within the Algoma region and province is required
13. Provide individual support and education in the absence of the First Link Coordinators.
14. Assume responsibility for personal upgrading in knowledge of Alzheimer's disease, and ongoing professional development.
15. Participate in fundraising and other team development activities.
16. Facilitate the implementation of the January Awareness Campaign provided by the Alzheimer Society of Ontario
17. Plan and deliver the Alzheimer Society Annual Education Conference.
18. Assists clients with technology based questions, for virtual platforms and accessibility relevant to the Alzheimer Society's online education, support and social activities
19. Deliver Virtual Dementia Tour training and education to a variety of community partners.
20. Train and deliver a variety of train the trainer educational programs such as U-First and Gentle Persuasive Approach (GPA)
21. Some tasks will require lifting large objects, such as display boards, portable tables, computer and audio visual equipment. The ability to set up, take down and manage these physical items is required.
22. Must be able and willing to work non-standard hours (i.e. weekends, evenings) as required.
23. Assume other functions as may be assigned by Executive Director.

*Please send letter of application and resume to:*

**Alzheimer Society of Sault Ste. Marie and Algoma District**  
**Attention: Terry Caporossi, Executive Director**  
**341 Trunk Road,**  
**Sault Ste. Marie, ON P6A 3S9**  
[terrycaporossi@alzheimeralgoma.org](mailto:terrycaporossi@alzheimeralgoma.org)

**Application deadline: February 19, 2021**

We thank all who apply, but only those selected for an interview will be contacted.