

Alzheimer Society

GREY-BRUCE

Job Description

First Link Support Counsellor

Location: Alzheimer Society Grey-Bruce – Owen Sound office, Community

Status: Full Time (35 hours/week) Permanent position

Position Summary:

The First Link Support Counsellor provides supportive counselling and education to individuals and their caregivers affected by Alzheimer's disease and other dementias, using a client centered approach. This service is delivered in-person and virtually utilizing both individual and group approaches. The First Link Support Counsellor is also responsible for marketing the First Link program and promoting/developing key partnerships/working relationships with potential referral sources such as primary care professionals, family health teams and community health centres.

Required Qualifications:

- A university degree in social sciences or a related field, or comparable education, along with knowledge and understanding of community resources and services is required.
- Membership in a Professional College is preferred.
- Demonstrated knowledge and work experience in the gerontology field, specifically Alzheimer's disease and other dementias
- Minimum 3 years' experience working with older persons with dementia and their caregivers
- Competency in technology including ability to use electronic communication devices and software pertaining to documentation.
- Ability to work independently and as a cooperative team member with volunteers and other organizations
- Excellent communication and interpersonal skills
- Training in P.I.E.C.E.S., U-First and GPA considered an asset
- Experience in individual, group, and family counselling
- Knowledge of relevant community resources
- Demonstrated time management and organizational skills
- Flexibility in adapting to changing priorities
- Ability to support programs which may occur outside of regular work hours
- Travel throughout Grey and Bruce Counties is required; access to reliable transportation is necessary

Specific Job Responsibilities:

- Conduct comprehensive client assessments to identify needs, risks, strengths, and eligibility, and determine appropriate services, supports, and referrals
- Using a person-centred approach, provide information, education, and supportive counselling to individuals and families affected by Alzheimer's disease and other dementias



Reviewed March 2026

ALZHEIMER SOCIETY OF GREY-BRUCE
753 2ND AVENUE EAST, OWEN SOUND, ON, N4K 2G9
TEL: (519) 376-7230 1-800-265-9013 FAX: (519) 376-2428
E-MAIL: info@alzheimergreybruce.com
WEBSITE: www.alzheimergreybruce.com
CHARITABLE REGISTRATION NUMBER: 11878 4982 RR0001

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- Monitor and provide proactive follow-up for clients to ensure ongoing support and education needs are being met
- Collaborate with community partners related to the clients' care and identify opportunities for new or emerging care options to meet the clients' changing needs
- Utilizing social work practices to assist clients to consider issues relevant to their situation and to develop problem-solving and individual care plans.
- Develop care plans with clients considering all relevant supports including referral to services as needed, assessments, respite options, financial planning, home support, placement in long term care, etc.
- Facilitate caregiver training, education and information for clients as needed
- Refer to and follow appropriate legislation pertaining to the profession of Social Work, including the Social Work Code of Ethics and all relevant privacy legislation or appropriate registered college legislation.
- Maintain an advanced level of knowledge of Alzheimer's disease and other dementias, including clinical manifestations, behaviours, current care practices, treatment options, placement options, available community resources, and all relevant legislation
- Participate in Memory Clinics
- Facilitate support groups for caregivers and persons living with dementia
- Collaborate, cooperate, and network with community agencies
- Maintain confidential, accurate and current client records, including complete and thorough documentation for each client contact, in compliance with relevant privacy legislation and in accordance with professional standards and internal policies

Evaluation & Other Responsibilities

- Always represent the Alzheimer Society Grey Bruce in a professional manner, treating all internal and external stakeholders with respect and dignity
- Always act in the best interests of the Society
- Maintain an organized and productive office environment
- Take on other related job duties as requested by the Team Leader or designate
- Provide reports and updates as requested
- Participate in evaluation of programs and services as required

Immediate Supervisor:

- Team Leader

Working Conditions:

- Regular work schedule with flexibility
- Frequent interaction and collaboration with care team
- Frequent sitting, general office duties
- Some travel required



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- Occasional lifting/carrying 25 lbs., reaching, bending walking.
- Freedom of movement throughout the day

Expectations:

- Ongoing upgrading of skills and continuing education
- Initiative to enhance the programs and services
- Developing new relationships, partnerships within the community at large
- Demonstrate strong leadership by modelling a positive and cooperative spirit
- Striving for excellence in all areas of the First Link Support Counsellor role.
- Potential exposure to hazards typically found in healthcare environments
- Frequent driving using own vehicle

Please submit your resume and cover letter in one document to:

employment@alzheimergreybruce.com

Closing date: April 6, 2026

This role requires the use of appropriate personal protective equipment (PPE) and the completion of training related to Public Health guidelines, including infection prevention and control protocols. The Alzheimer Society is committed to meeting its obligations under the Occupational Health and Safety Act and will ensure PPE is appropriate and properly fitted. Workplace accommodations related to PPE or job duties will be provided where required, in accordance with the Ontario Human Rights Code.

The Alzheimer Society is an equal opportunity employer, and we are dedicated to building a workforce that reflects the diversity of our communities in which we live and serve. We are also committed to inclusive, barrier-free recruitment and selection processes in accordance with the Human Rights Code and AODA and encourage applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Commitment to Equitable Recruitment:

The Alzheimer Society welcomes those who have demonstrated a commitment to upholding the values of equity and social justice and we encourage applications from members of groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit peoples, Indigenous peoples of North America, Black and persons of colour, persons with disabilities, people living with dementia, care partners and those who identify as 2SLGBTQ+.



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