



ELDERBRIDGE AGENCY ON AGING  
JOB DESCRIPTION

TITLE: Elderbridge Alliance Program Coordinator/Public Relations Associate

OFFICE ASSIGNMENT: Spencer TERRITORY ASSIGNMENT: 29 Counties

SUPERVISOR: CEO HOURS: Non Exempt

**BASIC FUNCTION:**

*The following are reoccurring tasks construed as exclusive or inclusive. Other duties may be required and assigned but are in line with the job classification and qualifications. These responsibilities must be performed with or without accommodations.*

**RESPONSIBILITIES AND DUTIES:**

- Promote Alliance services through outreach activities and public speaking engagements.
  - Work in conjunction with Elderbridge Public Relations to develop a marketing strategy.
  - Collaborate with targeted hospitals, clinics, public health agencies, and SIM projects to educate and develop agreements to help address social determinants of health needs
  - Explore contractual arrangements with the MCOs to purchase Alliance services to address social determinants of health activities.
- Coordinate program management activities, resources, equipment and information
  - Liaise with clients to identify and define program requirements, scope and objectives
  - Make certain that clients' needs are met as the corporation evolves
- Create and maintain comprehensive program documentation, plans and reports
  - Help prepare program proposals, timeframes, schedule and budget
  - Monitor and track program progress and handle any issues that arise
  - Act as the point of contact and communicate program status adequately to all participants
  - Use project management tools to monitor working hours, budget, plans and money spend
  - Report and escalate to management as needed

**Public Relations Associate**

- In collaboration with Public Relations Coordinator,
  - Assists with developing news releases, brochures, content for videos, renaissance and presentations.
  - Assists in making arrangements for community events, and represent Elderbridge and Elderbridge Alliance at community events.
  - Make presentations as assigned.
  - Provide community outreach.

**REQUIREMENTS**

- Excellent client-facing and internal communication skills
- Excellent written and verbal communication skills
- Solid organizational skills including attention to detail and multitasking skills
- Strong working knowledge of Microsoft Office and of project management tools

**QUALIFICATIONS:**

- Bachelor’s Degree or Associate Degree plus 3-5 years of experience in sales, customer service, fundraising, volunteer management, or similar field.
- Present a professional image when representing the agency at public affairs and event promotions.
- Professional experience in the areas of marketing, branding, media relations, communications, preferably with not-for-profits.
- Possess excellent written and oral communication skills, and time management skills.
- Demonstrated ability to identify target audiences, complete market research, and develop strategies to achieve desired results.
- Must have own reliable vehicle, valid driver's license and be insured as a motor vehicle driver and be able to travel in and outside the Agency's area, as the job requires.
- Willing to work extended evening and weekend hours as many activities will take place outside of typical business hours.

**PHYSICAL DEMANDS:**

The person occupying this position must be able to perform all responsibilities and tasks outlined above, which may include:

1. Lifting items weighing up to 25 pounds along with bending and twisting simultaneously, including lifting program materials and supplies onto/off of cart and into/out of vehicle;
2. Travel long distances (30 miles or more one way) on a weekly basis;
3. Maintain regular office hours in order to be accessible to leadership team, clients and care coordinators.
  - Employee in this position must have a valid driver's license, be able to be insured as a motor vehicle operator, and be able to travel frequently in and outside the Agency's area, as the job requires.
  - While performing the duties of this position, the employee is occasionally required to walk, sit, use hands or fingers, feel objects, tools, or controls, reach with hands and arms, talk and hear. The employee can expect to sit for extended periods of time – up to 90% of the time.
  - Reasonable accommodations may be made to enable individuals with disabilities to perform the duties that are not essential for satisfactory performance of the position.

**WORK ENVIRONMENT:**

Noise level in the work environment is moderate.

Elderbridge and its employees strive to provide a respectful work environment where all individuals are treated with respect and dignity and are inspired to use their creativity to meet consumer needs. All relationships among persons in the workplace are to be business-like and free of bias, prejudice and harassment.

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I have read and understand this explanation and job description.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_