



# Town of Sudbury

## POSITION POSTING

Programs and Publicity Coordinator

Senior Center

35 hours per week

The Town of Sudbury seeks applicants for the position of Programs and Publicity Coordinator. Under the supervision of the Senior Center Director, the successful candidate will develop and administer programs, classes and special events for the older adults who attend the Sudbury Senior Center, as well as to manage all of aspects of publicity for Senior Center programs and services, including the Senior Center newsletter, press releases, social media, and emails, and to assist with conversion to online registration/payments, statistical reporting, and Senior Center general operations.

Candidates must have strong communication/computer skills and meet the minimum requirements contained in the job description posted on the town's website at [www.sudbury.ma.us/departments/HR](http://www.sudbury.ma.us/departments/HR) . Starting salary range is \$48,145 to \$58,330 (DOQ), with full range to \$63,323; excellent benefits. Send letter of interest and resume to Deb Galloway via e-mail to [gallowayd@sudbury.ma.us](mailto:gallowayd@sudbury.ma.us). Resumes accepted until July 12th at noon; position open until filled. AA/EOE

**See below for complete job description.**

## **PROGRAMS AND PUBLICITY COORDINATOR – SENIOR CENTER**

### **Position Purpose:**

The purpose of this position is to develop and administer programs, classes and special events for the older adults who attend the Sudbury Senior Center, as well as to manage all of aspects of publicity for Senior Center programs and services, including the Senior Center newsletter, press releases, social media, and emails, and to assist with conversion to online registration/payments, statistical reporting, and Senior Center general operations.

### **Supervision:**

*Supervision Scope:* Performs a variety of administrative duties, which require the independent exercise of judgment and initiative.

*Supervision Received:* Works under the supervision of the Senior Center Director.

*Supervision Given:* Train staff on the use of the MySeniorCenter database, including program registration and the implementation of online registration and payments.

### **Job Environment:**

Work is generally performed under typical office conditions. Noise is moderate in level.

Regularly operates telephone, computer, printer, and standard office machines as needed.

Interacts daily with general public, employees, other departmental employees, other town departments and vendors, local town officials. Communication is generally in person, by telephone, in writing and by e-mail.

Has access to confidential information that requires the application of appropriate judgment, discretion and professional protocols.

Errors could result on confusion, delays or loss of service, adverse public relations; errors could result in legal ramifications.

### **Essential Functions:**

*(The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position).*

Assist in managing the daily operation of the Senior Center; opening, closing, handling questions, class registration, setting up for programs and handling urgent situations.

Research older adult program needs and desires and find and develop programs, classes and special events for older adult participants, including educational, entertainment, arts and crafts, informational and recreational programs and activities. Plan, manage, setup and supervise all programs developed.

Ensure that all programs are available for registration in the MySeniorCenter database as well as any other method needed.

Establish a system for publicity for all programs and services for the Senior Center. Including: maintaining the Carousel announcement screen content in the cafe; developing and maintaining new and improved methods of publicity and information sharing, such as press releases, photos and videos, updates to webpage, Facebook and other social media, Sudbury Patch, etc.

Working with the Director, manage newsletter preparation, editing, design and organization.

Work with the Director to assess the need for a new webpage and assist with developing as well as maintaining it.

With the Director, identify and apply for new grant funding for additional special programming and services for Sudbury seniors and their families (Sudbury Cultural Council, Metrowest Health Foundation, Springwell Elder Services, Sudbury Foundation, etc.).

Working with Senior Center staff, facilitate and coordinate the transition to online payment and registration for Senior Center classes and programs (using MySeniorCenter and MyActiveCenter programs).

Assist with day-to-day gathering of statistics and development of statistical reports, including reports to the Council on Aging, the Town and the annual report to the Executive Office of Elder Affairs.

Assist the Director, Assistant Director/Outreach Coordinator, and Coordinator of Volunteer Programs, with identifying and assessing community needs for services to the senior population and developing short and long-range plans and objectives to respond to identified needs.

Participate in professional development opportunities, such as relevant trainings, conferences, and webinars.

Assist with Senior Center Front Desk reception as needed.

Accept other duties as assigned.

**Recommended Minimum Qualifications:****Education, Training, and Experience:**

Bachelor's degree in human services, social work, community health, or related field; 2 years' experience working with seniors, in community or in-patient setting, knowledge of Metro West elder services network preferred.

**Special Requirements**

Possession of a valid motor vehicle operator's license.  
CPR and first aid certification recommended.  
Acceptable CORI required.

**Knowledge, Ability and Skill:**

*Knowledge:* Thorough knowledge of office equipment and computer applications.

*Ability:* Ability to interact with seniors with sensitivity, tact, and understanding. Ability to respect and maintain confidentiality and to communicate clearly in written and oral form. Ability to work independently and be self-motivated.

Ability to perform addition, subtraction, multiplication and division; ability to calculate decimals and percentages.

Ability to exercise judgment, decisiveness and creativity in situations involving broader aspects of programs and operations, moderately unstable situations, or the direction, control and planning of an entire program or set of programs.

*Skill:* Professional administrative skills, including strong interpersonal communication skills, writing skills, as well as solid computer skills. Excellent organizational skills and exceptional customer service skills are of the utmost importance.

**Physical Requirements:**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Light physical effort is generally required which involves occasional lifting/moving/pushing up to 30 pounds. Frequently required to spend several hours standing, walking, and reaching with arms. Must have the ability to judge distances and spatial relationships. Regularly stands, walks, sits, talks, and hears. Positions requires the ability to operate a keyboard.

*(This job description does not constitute an employment agreement between the employer and employee, and is subject to change by the employer as the needs of the employer and requirements of the job change).*