

SENIOR RESOURCES DIRECTOR

DISTINGUISHING FEATURES OF THE CLASS: The Senior Resources Director is responsible for the coordination and supervision of all programs, services, activities, staff and volunteers of the Town Senior Resources Department. The incumbent is expected to provide leadership to both staff and volunteers, to actively facilitate program planning and development, and provide direction, evaluation and supervise the day to day department operations and activities. This is an administrative position of a Town-wide program to meet the human service needs of senior citizens. The work is performed under the general direction of the Town Supervisor and Town Board. Supervision is exercised over caseworkers, specialists, clerical and volunteer workers. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES:

Develop and implement long range planning, goals, as well as policies and procedures for the Department as set by the Town Board;

Advocates for the senior community by attending and participating in organizations, coalitions, and advisory boards to develop resources and address issues and unmet needs of concern to seniors;

Prepares and manages the department budget; seeks out sources of available funding—federal, state, county and private, and manages grant implementation and budgets received by the department

Evaluates and determines feasibility of proposed programs and facilities designed to serve the needs of senior citizens and report as needed to various town boards and committees;

Evaluates and is responsive to new and changing Federal, State and local initiatives and trends in the aging field;

Represents the Town by providing leadership in the development and delivery of services impacting the Town's senior population:

Oversees the Town senior citizen clubs in coordinating efforts to achieve specific goals or establish cooperative activities; and facilitate the social and recreational growth of the Town Clubs;

Manages the Departments offering of services to senior citizens and caregivers, including but not limited to, providing information and assistance, including case work assistance, special events, health insurance counseling, benefit assistance; educational and senior programs;

Participates in and-provides for the staff training and professional development;

Manages a staff of caseworkers, specialists and volunteers who assist older persons in obtaining services; conducts monthly staff meetings and weekly case meetings to provide support and assistance with case load;

Responsible for the marketing and public relations of the department;

Conducts public speaking and outreach to senior groups;

Coordinates and prepares information for the media;

Prepares monthly newsletter and other written material to promote community awareness;

Manages a client case load as needed with special focus on intensive case management clients;

Provides mental health counseling and appropriate referrals for at risk or vulnerable individuals;

Works closely with and actively monitors the Town funding provided annually to Colonie Senior Service Centers, Inc. to ensure contract compliance.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Good knowledge of the characteristics, needs and interests of the aging; thorough knowledge of community agencies, facilities and services which provide assistance to the elderly; good knowledge of administrative principles and practices; good knowledge of

public relations techniques; good knowledge of public and private agencies providing grants for services to older persons; ability to communicate clearly and effectively both verbally and in writing; ability to interpret moderately complex written material; ability to use computer programs; ability to plan and supervise the work of others; ability to establish rapport with senior citizens and caregivers; interest in and concern for older persons.

MINIMUM QUALIFICATIONS: Graduation from a regionally accredited or New York State registered college or university with a bachelor's degree with a major concentration in social or behavioral sciences, public health, public administration or related field; PLUS, five (5) years of full-time experience in a recognized agency serving the health or social needs of the public including or supplemented by three (3) years of administrative or supervisory experience.

NOTE: Must obtain certification when offered as a NYS recognized health insurance (HIICAP) counselor and provides HIICAP counseling as required;

Adopted 7/5/00
Amended 11/5/20
Town of Colonie
Personnel Officer