


POSITION TITLE	Program Assistant II - Community Outreach & Program Promoter	DEPARTMENT	Area Agency on Aging (AAA)
JOB CODE	4441	REPORTS TO	Program Development and Advocacy Manager
SALARY GRADE	43	FLSA STATUS	Non-Exempt, Hourly
REVISION DATE	10/10/2023	APPROVED BY	

THE WACOG DIFFERENCE

Western Arizona Council of Governments (WACOG) recognizes and appreciates the strengths of our workforce. We strive to provide a professional and supportive environment where employees can achieve their career goals. The WACOG workforce is encouraged to focus on their strengths and abilities to reach their full potential.

WACOG Area Agency on Aging for Mohave, La Paz and Yuma Counties that focuses on helping older Adults, adults with disabilities, and their family caregivers to live with dignity and independence in their homes and communities for as long as possible. As a leader in quality care coordination and caregiver programs in the area, WACOG is a champion of evidence based and evidence-informed practices that help older adults maximize their quality of life as they age.

SUMMARY STATEMENT

Under general supervision, will provide organization material design, community outreach, and support advocacy efforts within the three counties served by WACOG to include social media messaging, marketing, outreach and activities.

ESSENTIAL DUTIES AND RESPONSIBILITIES Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

- 1) Compile data to design and create WACOG Area Agency on Aging Outreach/Advocacy materials to include flyers, brochures, media print materials, and newsletters; maintain knowledge to accurately update and reprint as needed.
- 2) Function as part of the Social Media Team to design and provide content for all social media platforms that WACOG utilizes.
- 3) Support outreach grounded by the mission, vision and goals pertaining to the Area Agency on Aging's 3 Pillars (Alzheimer's Education and Advocacy, Elder Abuse Awareness and Prevention, Falls Prevention).
- 4) Professionally contribute by developing and building community partnerships/collaborations with Aging Network organizations to include but not limited to hosting/attending meetings virtually and in person.
- 5) Represent WACOG at Community Events, Health and Wellness Fairs, Older Adult Programs and face to face outreach with community partners throughout the region as directed.
- 6) Facilitates promotion efforts to publicize AAA available programs to include preparing materials for distribution, social media promotion, media relations, and email marketing as directed.
- 7) Assist with maintaining ample supply of outreach items for community events and activities.
- 8) Support the Volunteer Program by assisting with outreach, program promotion, document intake, orientation, volunteer training and annual appreciation events as needed.
- 9) Travel within WACOG service area, including overnight stays as needed; additional travel may be required.
- 10) Maintain reliable and predictable attendance; work outside of standard business hours as needed.
- 11) Utilize tact and discretion to maintain confidentiality of information and a positive image of WACOG.
- 12) Perform other duties as necessary to carry out the administrative/ programmatic goals and objectives of WACOG and/or department.

KNOWLEDGE/SKILLS/ABILITIES (KSAs) The individual who holds this position must be able to perform the essential duties and responsibilities satisfactorily. The KSAs listed below are representative of the knowledge, skills, and/or abilities needed for satisfactory performance.

- Skill in interacting with persons of various social, cultural, economic, and educational backgrounds for WACOG related business purposes, and ability to encourage individuals either in a one-on-one or group setting, to utilize AAA services, resource referrals and support

- Ability to set priorities and work independently
- Skill in communicating with tact; ability to present in front of groups, with or without aids, and with clarity and professionalism
- Develop project plans, coordinate projects, communicate changes and progress, and complete projects on time and within budget
- Able to navigate through Microsoft Office products to include proficient use with Outlook, Excel, Word and Power Point.
- Familiar with various Social Media Platforms with the technical skill to operate professionally on each simultaneously.
- Skill in being exceptionally accurate and efficient in both work output and in organizing work
- Ability to research solutions and act when information is not readily available
- Knowledge of marketing/outreach techniques, practices and processes
- Knowledge in basic design and publishing projects
- Ability to speak and write Spanish preferred.

REQUIRED EDUCATION AND EXPERIENCE

High School Diploma or GED equivalent; AND one year of experience in organized outreach activities; OR an equivalent combination of education, training and experience.
Bilingual preferred.

PREFERRED EDUCATION AND EXPERIENCE

Associate's degree

Three years' experience in social services

OTHER REQUIREMENTS

Minimum 21 years of age

Valid Arizona driver license, MVR Report of Acceptable Driving Record, and proof of vehicle liability insurance
Current AZ DPS Fingerprint Clearance Card/Criminal History Affidavit/Central Registry Background Check
Comfortable working in a fast-paced, high energy environment

(Ability to secure and maintain a driver's license valid in the State of Arizona, or an acceptable alternative means of transportation. May be required to drive an agency vehicle. Employees authorized to operate a private vehicle for WACOG business are required to carry liability insurance minimums. For purposes of vehicle insurance, minimum 21 years of age.)

WORK ENVIRONMENT

The work environments are representative of those an employee encounters while performing the essential duties and responsibilities of this job.

- Required to make frequent trips off-site by motor vehicle within the WACOG service area.
- Overnight travel may be required as deemed necessary.
- May work with the public in home, office, or center environments that may risk exposure to irrational/hostile behavior, contagious diseases, or contact with domestic animals.

PHYSICAL DEMANDS

The physical demands are representative of those that must be met by an employee to successfully perform the essential duties and responsibilities of this job.

- Frequent sitting, standing and walking
- Performing exercise/activities in workshop/class situations
- Manual dexterity sufficient to handle/feel/reach with hands and arms to operate standard office equipment.
- Vision ability to include close vision, distance vision, and ability to adjust focus.
- May require lifting or moving objects up to 50 pounds

DISCLOSURES AND ACKNOWLEDGEMENTS

Program Assistant II - Community Outreach & Program Promoter **JOB DESCRIPTION**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

WACOG provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age, disability, or genetics. In addition to federal law requirements, WACOG complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, appointment transition including promotion, training, termination, layoff, reinstatement, leaves of absence, compensation, and benefits.

WACOG expressly prohibits any form of workplace harassment based on race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age, disability, genetics, or veteran status. Improper interference with the ability of WACOG's employees to perform their job duties may result in discipline up to and including discharge.

I acknowledge that I have read and understand my assigned job description, and I am able to perform the essential duties and responsibilities of the position with or without reasonable accommodation. I understand that the job description does not constitute an employment agreement and is subject to change at any time by the employer. I also understand that employment with WACOG is terminable at will, either by me or by WACOG, and, all positions at WACOG are grant funded and subject to termination if funding is withdrawn or decreased.

Signature: _____ Date: _____

Employee Printed Name: _____