MINNESOTA RIVER Area Agency on Aging®

JOB DESCRIPTION

Job Title: Senior LinkAge Line® Senior Outreach Diversity Specialist

Department: Senior LinkAge Line	**FLSA Classification**: Non-Exempt
Grade:	**Location**: Mankato/Home Office
Status: Fulltime, Grant-Funded (1 Year) Position	**Reports to**: Contact Center Supervisor
Prepared by: Robin Thompson, Information and Assistance Director	**Effective Date**: April 27, 2021

JOB RESPONSIBILITY SUMMARY

Develop an outreach and awareness plan, strategies and resource material targeting diverse populations of older adults and their caregivers. Locate and develop partnerships with organizations and individuals who can act as champions within these populations. MNRAAA staff will utilize these connections, strategies, and materials to facilitate connections to home and community-based services and benefit options while ensuring the use of culturally sensitive material. Conduct public presentations and outreach activities on niche areas of the Senior LinkAge Line for diverse groups and potential partners. Lead the implementation of the outreach and awareness plan and provide staff with guidance and education. Assist other staff during peak workloads and short deadlines.

Time Spent	ESSENTIAL DUTIES & RESPONSIBILITIES include those listed below. Other duties must be performed as otherwise assigned.
30%	1. Identify diverse populations in the MNRAAA service areas with a concentrated population of older adults. Utilize the findings to develop an outreach and awareness plan, strategies and culturally appropriate resource material targeting diverse populations of older adults and their caregivers.
20%	2. Locate and develop partnerships with organizations and individuals who can act as champions within the identified populations. Work with staff to use these connections, strategies, and materials to facilitate connections to home and community-based services and benefit options.
20%	3. Lead the implementation of the outreach and awareness plan. Provide and/or arrange training for staff on working with the identified diverse populations in our service area. Provide staff with ongoing guidance and education during the plan's implementation.
15%	4. Conduct public presentations and outreach activities on niche areas of the Senior LinkAge Line for diverse groups and potential partners. Create and distribute culturally appropriate outreach materials.
10%	5. Participate as a member of each MNRAAA outreach team. Offer guidance and suggestions on appropriate outreach activities for diverse populations of people living within the team's designated area.
3%	6. Participate and maintain training developed by the Minnesota Board in Aging, including Core Body of Knowledge, and other applicable trainings.
2%	7. Identify signs, symptoms, and risk factors for abuse. Report suspected Vulnerable Adult situations to the Minnesota Adult Abuse Reporting Center (MAARC) or Common Entry Point (CEP) within the appropriate timeframes. Inform supervisor of report.

MINIMUM QUALIFICATIONS

1. **Education and Experience:**
   Bachelor's degree in social work, gerontology, or related human services field. One year of professional or internship experience in the social services field, including long-term care, health care provider, social services provider or lead agency setting. Education and experience working with diverse populations. A valid State of Minnesota driver's license, proof of insurance and reliable car is required. A degree in social work requires licensure or demonstrated progress/intent on securing licensure.

2. **Preferred Knowledge, Skills, and Abilities:**

   - **Knowledge Of:**
     - Proper English usage, grammar, punctuation, spelling, and vocabulary.
     - Needs of older adults, people with disabilities, caregivers and long-term care systems and supports.
     - Long-term care services, including those provided by formal, quasi-formal and informal agencies/organizations.
     - Effective phone-based and in-person interviewing, listening and assessment techniques.
     - Cultural competency

   - **Skills Needed:**
     - Microsoft Office Suite, such as Word, Excel, Teams Internet for professional purposes, and web-based programs.
     - Interpersonal skills as applied to interaction with individuals from varied backgrounds, viewpoints, and experience levels, including co-workers, clients, etc.
     - Self-motivation, initiative, dependability, flexibility, attention to detail and sound judgment when making decisions or seeking input and direction.
     - Public speaking, including presenting information to variety of consumers and professional audiences and facilitating one-on-one and small group meetings.

   - **Ability To:**
     - Adhere to MNRAAA and Minnesota Board on Aging policies and procedures.
     - Think critically and strategically; work innovatively, independently and as a team; handle multiple projects simultaneously.
     - Identify and reach people from varying diverse backgrounds.
     - Handle crisis situations effectively and efficiently.
     - Communicate effectively in both verbal and written forms with staff, partner organizations and diverse community members; have strong public relations' skills.
     - Exercise good judgment with balance of independent action and adequate communication with I&A director, and others.
     - Make decisions that are objective and defendable regarding issues that may have an emotional impact on participants.
     - Value cultural diversity and support cultural competency development.
     - Add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals.
     - Communicate information regarding long-term care options in a clear, concise, and understandable manner to people from diverse backgrounds.
     - Develop user friendly outreach materials targeted to people from diverse backgrounds.
     - Provide training and technical assistance on how to reach and serve people from diverse backgrounds.
     - Employ skills to meet needs of person being served in a non-judgmental, professional, and culturally appropriate manner.
     - Maintain client and organizational confidentiality.

EQUIPMENT USED

- Computer
- Docking Station
- Printer
- Photocopier
- Fax Machine
- Projector
- Calculator

MENTAL & PHYSICAL DEMANDS/WORKING CONDITIONS

Work requires attention to detail; management of competing tasks and demands; ability to deal with complex problems with multiple variables in a variety of situations; and adherence to meeting deadlines and standard practices, policies, and procedures.

There is regular sitting, standing, walking, reaching, bending, twisting, pushing, pulling, kneeling, grasping, feeling, talking, hearing/listening, seeing/observing, repetitive motions and finger movement. On occasion, the ability to lift and carry up to approximately 50 pounds on a non-continuous basis is preferred.

Work will be performed in the office, home office or remote location and may include proximity to others and off-site meeting locations. Regular driving is required, including occasional overnights.

The job description does not constitute a written or implied contract of employment. The Minnesota River Area Agency on Aging®, Inc. reserves the right to revise or change job duties and responsibilities as the need arises. Requirements are representative of minimum levels of knowledge, skills and experience required.