

HUMAN RESOURCES MANUAL

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STATEMENT

Park Place Seniors Living (Park Place) will have standardized position descriptions for all employees (including our contract partners) based on relevant standards of practice &/or provincially mandated expectations and Park Place policy.

PURPOSE

To provide a standardized job description that outlines expectations of role, scope and responsibilities for every staff member working at Park Place including our contract partners.

PROCEDURE

DEPARTMENT: Administration

JOB TITLE: Independent Living Lifestyle and Marketing Coordinator

REPORTING RELATIONSHIP: Site Leader

JOB SUMMARY:

The Coordinator is responsible for planning and implementing activities, events and experiences for Residents to enhance the physical, cognitive, emotional, social and spiritual development of Independent Living Residents. Will use various multi-media formats for marketing suites Will promote and maintain a positive working relationship with Residents, families, volunteers and staff.

TYPICAL DUTIES AND RESPONSIBILITIES:

- Plans, reviews and implements activities, events, and experiences, both in and out of the building, to support Residents in maintaining maximum independence while also delivering quality leisure activities and promoting retirement living.
- Works collaboratively with the Wexford team to market the Independent Living (IL) suites, including developing and employing various multi-media formats, conducting tours to potential tenants and their families and maintaining a good knowledge of the IL options in the region.
- Liaises with a variety of organizations, including community and service groups.
- Creates, prepares, maintains and distributes calendars, newsletters and marketing materials.
- Maintains a variety of documentation, including assessments and evaluation of programs, budgets, vendors and entertainers, marketing strategies, prospects and tours.
- Participates in the Resident meetings.
- Attends training and required meetings.
- Maintains premises and performs cleaning of touch areas as needed.
- Performs other related duties as assigned.

HEALTH AND SAFETY RESPONSIBILITIES

- Responsible to read, understand and comply with Park Place and provincially-mandated Occupational Health and Safety policies and safe work practices.



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- Involved in all aspects of the Health and Safety Program including:
 - Uses safe work procedures,
 - Promotes health and safety policy and awareness,
 - Makes safety suggestions.
 - Reads OHS minutes posted.
- Responsible to take every reasonable precaution to protect the safety of Residents, self, other workers and the general public.
- Reports any near miss, injury, and accident or equipment damage to supervisor immediately and completes required reports.
- Corrects and/or reports unsafe conditions.
- Sets a good example.

QUALIFICATIONS and EXPERIENCE:

Diploma in recreation, leisure studies or gerontology required. Several years' experience in recreation and/or social events planning and implementation. Previous experience in the independent living/active aging industry. Diploma or certificate in sales, design or related discipline preferred.

- **SKILLS AND ABILITIES:**
- Effective oral and written communication, interpersonal, organizational and problem-solving skills.
- Proficiency in Microsoft Suite products and Microsoft Office.
- Demonstrated ability to create effective marketing strategies using a variety of different modalities and platforms.
- Proven ability to work independently and as a team player.
- Ability to work evenings and weekends required.
- Emergency first aid certificate preferred.
- Passing of vulnerable sector search or criminal record check.

Physical Demand Analysis:

- Ability to stand and walk for extended periods of time during events.
- Ability to lift tables and chairs and comfortable with ladders.
- Physical fitness to perform the duties of the position.
- Must be able to work flexible hours.

Health and Safety Risks – Environment

Physical: Strain on shoulder, neck and back
 Environmental: Draft, dust exposure
 Chemical: Equipment cleaners
 Biological: Exposure to communicable diseases, i.e. colds, influenza
 Radiation: None known