

Council on Aging Director

Position Profile



“To advocate for and develop programs and services that enhance the well-being and quality of life, and create a welcoming, secure and inclusive community for seniors”



Office of the
TOWN MANAGER



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TOWN OF SHREWSBURY

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Date Posted: November 1, 2019	Document Type: Job Posting
Weekly Hours: 37.5 Hours/Week	Title: Council on Aging Director
Department: Council on Aging	FLSA: Exempt
Supervisor: Assistant Town Manager	Bargaining Unit: Non-Union
Pay Range: \$72,930 - \$87,516	Location: Shrewsbury Senior Center

The Community

The Town of Shrewsbury is a thriving, residential community located in central Massachusetts. The quality of its public schools, municipal service levels and geographic location make it a highly desirable suburb for people living and working in the greater Worcester and Boston areas. The Town is an inclusive and diverse community that emphasizes excellence in education and the provision of municipal services as well as numerous recreational opportunities. It enjoys a tradition of open, professional, and high level of government services, quality education, support for open space and thoughtful economic development, and respect for its history. Its support for professional government is reflected in the stability of its town management, with the Town having only four Town Managers in the past 66 years, and three in the past 62 years.

Shrewsbury is a proud New England community, which was incorporated in 1727. The Town is 20.8 square miles in size, with approximately 37,000 residents. Located in Worcester County, Shrewsbury is bordered on the west by the City of Worcester with recreational Lake Quinsigamond in between, bordered on the east by towns Northborough, Westborough, and north by Boylston, West Boylston, and South Grafton. Shrewsbury is Worcester County's fourth largest municipality, with only its neighbor, the City of Worcester, and Fitchburg and Leominster having more residents. The Town is located 40 miles west of Boston, and is near Interstate 495, 90, and Route 290.

The community is primarily residential, accounting for about 87% of the property value of the Town. Commercial development occurs primarily along busy Route 9, with some additional business development along Route 20. The Town also has nearly 900 acres of wetlands and over 500 acres of protected natural open spaces, allowing for wildlife diversity and scenic beauty. Shrewsbury is a highly desirable suburb with a housing mix that attracts families, couples, and single residents. In fact, the Town's population has grown 57% from 1980 to 2010, making it one of the fastest growing towns in Massachusetts in the 1990s. Shrewsbury's highly respected school district and affordable housing prices are significant factors in its strong appeal to families. The

Town's per capita income is \$45,153, and its median household income is \$94,599, both of which are higher than the state as a whole. Average household income is \$119,987.

Shrewsbury is becoming an increasingly diverse community. According to the 2010 US Census, the Town's racial makeup was 79.2% white, 15.3% Asian, 2.7% Hispanic or Latino, and 2.1% Black or African American. The schools serve 69 different language groups who are learning English as a second language. Appreciating different demographics is part of what makes Shrewsbury a strong and vibrant community.

The "Baby Boomer" generation is entering into the senior demographic, with only one third of the generation remaining below sixty years old. Over the last three fiscal years, the senior population of Shrewsbury has grown by over six hundred individuals. The Town continues to advocate for and develop programs and services that enhance the wellbeing and quality of life, and create a welcoming, secure and inclusive community for seniors.

Recruitment Summary

The Town of Shrewsbury is seeking a dynamic and forward thinking Council on Aging Director to join our leadership team. The Shrewsbury Council on Aging is comprised of a Director, a Transportation Coordinator, an Administrative Assistant, an Outreach Coordinator, two Office Support Coordinators, nine Van Drivers, and a plethora of volunteers. The incumbent Council on Aging Director will be retiring this fall after enjoying twenty-four years with the Town.

The Senior Center is an 11,000 plus square foot facility that celebrated its grand opening February 2000. The Senior Center is currently part of a feasibility study to determine if alternations are needed to continue to properly serve the residents of Shrewsbury.

For further information about the Shrewsbury Senior Center, please visit the Town of Shrewsbury Website. You may also watch the Shrewsbury Media Connection videos of the Council on Aging Board and other events here:

<https://www.youtube.com/user/ShrewsburyMediaConn/search?query=council+on+aging>

Opportunities & Challenges

The Shrewsbury Senior Center prides itself on strong Transportation, Volunteer, and Outreach Programs. The strength of these programs comes in part from powerful community connections with other Town Departments, local agencies, and organizations that aid in local programming and publicity. The next Director has the opportunity to foster greater partnerships with various departments, agencies, and organizations.

Creating and developing partnerships includes sourcing alternative funding methods, including but not limited to grants, Friends fundraising, and other collaborations. Sourcing funding methods is particularly important, as any reduction in state Formula Allocation would negatively affect the department. Additionally, the Outreach and Transportation Programs are currently at or over capacity and a plan needs be developed to meet the growing needs of the community.

The advancement and utilization of technology to enhance outreach and communication to the public is also an opportunity for the next director. Lags in technology upgrades and usage effect the staff and public alike. The use of technology can aid in community knowledge and understanding of the department and its programs. Technology is an exceptionally useful tool for the lean staffing at the Council on Aging paired with the growing senior population. This growing senior population will require mental and physical health resources through the department. Knowledge of these resources will be more readily available by technology. The next director will work closely with a dynamic Council on Aging Board to address these opportunities and challenges through the existing strategic plan.

The Strategic Goals, Activities, and Initiatives of the Shrewsbury Senior Center for 2019 – 2023 have been well defined with a strategic plan and have an action plans underway. You may review this information here:

<https://www.shrewsburyma.gov/DocumentCenter/View/5326/COA-Strategic-Plan-Final-5-8-19>

Essential Functions

- Provides direction and supervision to Council on Aging (COA) staff in the provision of programs, services and volunteer opportunities for the senior population, as well as evaluating the programs and services provided and identifying unmet needs.
- Administers, directs and coordinates all activities and programs sponsored by the COA to ensure the development of plans, policies and procedures necessary for the establishment and maintenance of services for the seniors.
- Ensures that programs and services are provided in accordance with town policy, legal boundaries, and any contract funding service regulations. Oversees all COA events and activities held at the senior center, including outreach services and clinics.
- Oversees and updates the COA strategic plan.
- Assists the in the development and administration of the department's operating and grant budgets, and seek additional resources from a variety of sources to support the departments operations and services. Manages the approved budget and payroll.
- Maintains detailed and accurate financial records including the reconciliation of bank statements, preparation of the department payroll, accounts payable as well as the monitoring department expenditures.
- Provides statistical reports regarding services and operations in support of grants and investments by various organizations, federal and state agencies on a monthly and annual basis.
- Directs the transportation program for seniors and those that fall under the ADA Paratransit system.
- Directs the Council on Aging Board and meets with them on a monthly basis (or as necessary) to keep members abreast of finances, grant administration issues, and solicit their input regarding the needs of the senior population.
- Disseminates information to all seniors in Shrewsbury about Senior Center activities and issues of concern through a monthly newsletter and other means. Prepares the COA section of the Town's annual report.

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- Attends training and workshops to maintain knowledge and awareness of state and federal laws as well as practices and techniques pertaining to the provision of financial and health-related support services to the older adult population.
- Serves as an advocate, representing issues and concerns of older adults at various meetings that are Town-wide, interdepartmental and interagency, and in community at large, and serve as a Mandated Reporter in accordance with the MA Protective Service Law.
- Performs similar or related work as required, directed or as situation dictates.

Work Hours

The Council on Aging Director will have an office in the Shrewsbury Senior Center and will work normal business hours, in addition to occasional necessary night and weekend events and meetings. The Senior Center is open to the public as follows: Monday through Friday 8 AM to 4:30 PM. Attendance at a variety of Town Board and Commission meetings are required.

Minimum Qualifications

Bachelor's degree in Gerontology, Social Work or a related field with a Master's Degree preferred; five to seven (5-7) years of related work experience; or any equivalent combination of education, training and experience which provides the required knowledge, skills and abilities to perform the essential functions of the job. CPR/First Aid certification.

How to Apply

For more information regarding this position and the full job description, visit the Town of Shrewsbury's website www.shrewsburyma.gov. When applying for this position a cover letter and resume may be submitted via email to Kristina Anderson, Human Resources Coordinator, at kanderson@shrewsburyma.gov indicating the position you are applying to in the subject line. Initial review of applicants will begin on November 18, 2019. Position open until filled.