

Role Profile

Dementia Friendly Communities Lead

Société Alzheimer Society

NOVA SCOTIA

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Organizational Profile

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The Alzheimer Society of Nova Scotia (ASNS) is the leading not-for-profit organization working to improve the quality of life for Nova Scotians affected by dementia and advance the search for the cause and cure. Since 1983, ASNS has been providing help for people with dementia, their care partners and healthcare professionals – and that help comes in many ways.

Over 600,000 Canadians currently live with dementia, and that number is expected to rise to 1.7 million by 2050. In our province alone, over 16,000 Nova Scotians live with the disease, and that number is expected to almost double in the next 30 years. Dementia is the fastest growing healthcare issue of our time.

Mission Statement

ASNS is committed to alleviating the personal and social consequences of Alzheimer’s disease and other dementias and promoting the search for causes and cures.

Vision Statement

- Provide leadership in addressing the reality of Alzheimer’s disease and other dementias.
- Strengthen existing programs and create new ones in response to ever increasing needs.
- Advance and develop educational opportunities.
- Participate in and promote research.
- Provide an environment that attracts and retains high quality staff and volunteers.

Lighting Our Future Path: Strategic Intentions 2022-2027

The result of extensive community and stakeholder consults, our strategic intentions set a course for 2022-2027. Through execution of this plan, we aim to expand existing services and ensure supports for every stage of the dementia journey, from diagnosis to end-of-life. We intend to support caregivers, in both formal and informal settings, to ensure they are equipped with adequate knowledge, skills, and resilience. We commit to addressing barriers to dementia support, whether they are cultural, geographical, or otherwise. And we plan to work collaboratively with government, healthcare, and sector partners to ensure we amplify the voices of those with lived experience, and ensure we are focused on advocacy issues that matter to them. Read our full strategic intentions document at www.alzheimer.ca/ns/stratplan.

Our Values

Our values are “CARE: Collaboration, Accountability, Respect, and Engagement.” Work is in progress to ensure that ASNS values underpin all aspects of our working culture, from hiring and orientation, performance evaluations, how we manage our day to day and how we interact with each other:

- **Collaboration** - We work together as one organization and actively engage with partners to fulfill our mission and achieve our goal – that Nova Scotians receive personal and responsive services throughout their dementia journey.
- **Accountability** - We measure our performance and follow a process of continuous improvement. We are accountable for our actions; we lead with personal accountability and must account to our stakeholders for our use of the financial and human resources available to us.
- **Respect** - We set for ourselves the highest standards of honesty, trustworthiness, and professional integrity in all aspects of our organization and conduct our work with the utmost respect for the dignity and the rights of the people we serve, and those we work alongside.
- **Engagement** - We strive to engage stakeholders in meaningful ways. To inform, listen and be attentive to those we work with - people with dementia, families, community partners, donors, volunteers, and staff members.

We Are ASNS!

Our talented staff team works across four core organizational functions: *Finance & Operations, Programs & Services, Research & Advocacy* and *Philanthropy*. Each department has a Director as lead (reporting to the CEO), with a small management structure underneath. Though we recruit and work based on specialties, it is widely understood that anyone who joins our team ‘works as one’ with their colleagues. We all have a role to play in ensuring the health, success, and sustainability of our organization and its deliverables across all functions and we work as needed to meet mission and fiscal goals.

I.D.E.A (Inclusion, Diversity, Equity & Accessibility)

Dementia does not discriminate. We put personhood at the centre of our work, and we continue to build an inclusive culture that encourages, supports, and celebrates the diverse voices of our employees, clients, and stakeholders. All qualified applicants will be considered for our team, and we encourage applicants from diverse communities to self-identify in their application. Please request any accommodation required to facilitate the recruitment process.

Our I.D.E.A strategy is central to our new strategic initiatives, and we invest in organization-wide training and development to better support all equity-deserving communities.

Board of Directors

The dedication, enthusiasm and expertise of our Board of Directors makes it possible for us to continue to support Nova Scotians affected by dementia.

Alzheimer Society Federation

ASNS is a member of the *Alzheimer Society Federation* (the Federation) which consists of 10 provincial societies and the *Alzheimer Society of Canada (ASC)*. This Federation is defined as a network of partners committed to a common mission and a shared brand and program model, while remaining legally independent from one another. In addition to independent provincial strategic plans (the responsibility of individual societies), there is also a Federation-wide strategic plan, and it is crucial each society is in support of effective execution of both. There are shared financial mechanisms relating to nationwide revenue sharing, provincial support of the nationwide Alzheimer Society Research Program, and an annual assessment for shared service provision.

First Link®

ASNS operates using the First Link® model of Programs and Service delivery. Persons living with dementia and their families or care partners are connected to the Alzheimer Society for information, education, support, and referral. These connections are ideally made as early as possible in the course of the disease and are maintained throughout the progression of the disease via a combination of programs and services provided by ASNS, alone or in partnership with other health and community agencies. Clients may contact the society directly or be referred by a physician or other health care provider.

Additional Information

- Alzheimer Society of Nova Scotia
<http://www.alzheimer.ca/en/ns>
- Partnerships
<http://www.alzheimer.ca/en/ns/About-us/About-the-Alzheimer-Society/Our-Partners>
- About Dementia
<http://www.alzheimer.ca/en/ns/About-dementia>
- Programs and Services
<https://alzheimer.ca/ns/en/programs-services>
- The Landmark Study Report
<https://alzheimer.ca/ns/en/landmark>
<https://alzheimer.ca/ns/en/landmark2>

The Role

The Alzheimer Society of Nova Scotia (ASNS) is advancing work to foster Dementia Friendly Communities in Nova Scotia. Fundamental to this is addressing the prevailing stigma associated with a dementia diagnosis and creating an understanding of how physical and social environments play a key role in people being able to stay connected to their social and community life and engage in activities of daily living.

As Dementia Friendly Communities Lead, you are responsible for ongoing development and implementation of this initiative while ensuring relevance and sustainability across Nova Scotia. You will also be responsible for working collaboratively with pan Canadian colleagues on the development of materials and resources used across the Federation. You will work with staff across ASNS to fulfill this role, along with other duties as required.

Accountability & Relationships

The Dementia Friendly Communities Lead reports to the Manager of Advocacy and works collaboratively as part of a larger Research and Advocacy team to achieve the strategic directions of ASNS. In addition, this person works with other staff and volunteers of ASNS and other organizations as appropriate to carry out the responsibilities of this position.

The Details

This is a full-time position, five (5) days/thirty-five (35) hours per week, with core working days and hours of Mondays to Thursdays from 8:30 am – 4:30 pm (60 min lunch) and Fridays from 8:30am – 4:00pm (30 min lunch). Friday hours may be reduced further (8:30am -1:00pm), at your discretion during any week, via the use of our Flexible Fridays initiative. Occasional evening and weekend hours may be required, which is compensated for on a flex-time basis. Currently, most staff work in the provincial Halifax office approximately 50% of the time and from a home office approximately 50% of time. This arrangement is subject to change with notice.

A laptop and cell phone (or stipend) are provided as are general stationary items such as paper, file folders and writing instruments as needed.

A home office requires secure and reliable internet connectivity as well as privacy. Office furniture is not provided for home offices; however, a stipend is provided to offset costs related to internet and furniture.

ASNS offers competitive salaries, a group RRSP plan, a comprehensive benefits package including an employee assistance program, a professional development allowance and support from a staff Wellness Committee.

Key Areas of Responsibility

- Assumes leadership in the development, implementation and evaluation of the Society's provincial Dementia Friendly Communities initiative.
- Builds and sustains a network of relationships including community partners, municipal government officials, and grassroots advocates to advance Dementia Friendly Communities initiatives.
- Seeks opportunities to create synergy between Age Friendly, Accessible and Dementia Friendly Communities.
- Supports the development and implementation of the Community Champions initiative to help scale Dementia Friendly Communities across the province.
- Engages collaboratively with other staff and partners in the development of a youth initiative including the promotion of resources, and integration of youth in ASNS activities.
- Writes articles related to DFC initiatives for the Society's publications, website, and other communication channels.
- Builds awareness of the Society's Dementia Friendly Communities initiative, including representing the Society at provincial conferences and events.
- Represents the Society within the Dementia Friendly Canada initiative to contribute to the delivery of national objectives.
- Supports the technical elements of project management, tracking relevant project activities, developing feedback mechanisms, engaging in ongoing evaluation, and creating impact measurements for all staff across the organization.
- Integrates the DFC philosophy throughout ASNS events and activities to ensure sustainability and longevity. Brings a Dementia Friendly Community lens to the Society's annual events including Alzheimer's Awareness Month, Walk for Alzheimer's, and Community Week.
- Engages in continuous learning on issues impacting communities and ways to overcome barriers to becoming dementia friendly.

Other duties as required to meet the Society's organizational goals including:

- Participation in staff meetings and working groups (internal and external) as appropriate.
- Active participation in the fulfillment of the Society's mandate for continuous quality improvement by supporting the development of tools, maintaining records, gathering statistics and other duties as may be assigned.

Key Competencies

1) Program Oversight

- Understands the scope of a program and can identify the steps, resources, and targets to achieve the desired goals (policies, practices, delivery, impact metrics, and evaluation).
- Collaborates with other team members and community partners to achieve goals within agreed upon timelines.

2) Relationship Building

- Develops and stewards relationships with key community members (including targeted DFC audiences; local government officials, businesses, recreation and community groups, First Responders, etc.) to raise awareness and build partnerships.
- Understands the importance of relationship building and supporting community partners to achieve mutual goals.
- Represents the Alzheimer Society of Nova Scotia through public displays and presentations.

3) Communication

- Demonstrates expertise in effectively communicating the benefits of Dementia Friendly Communities to persuade and influence decision makers to get involved.
- Works with community members to assess their needs, provides appropriate information, strategies, and resources to support their needs and overcome barriers to implementation of Dementia Friendly Communities.
- Possesses excellent written skills and ability to communicate with a wide variety of audiences (youth, community members, municipal leaders); able to write professional business correspondence.
- Confident facilitating presentations with community leaders, government officials, business owners, healthcare providers, etc.

4) Cultural Humility

- Displays empathy and understanding related to the complex realities of communities and populations experiencing barriers to equitable health care, and discrimination in general.
- Has awareness of own culture and is open to exploring issues of unconscious bias.
- Possesses enthusiasm to learn about and understand diverse behaviors, values, and attitudes.
- Understands how one's own position can support the improvement of systems and relationships that support equitable health outcomes for all Nova Scotians.

The Ideal Candidate

Education & Experience

- University degree in Social Sciences, Community Services, Gerontology, Public Health, Health Administration, Disability Studies, Public Relations, Marketing, Project Management or equivalent;
- Minimum of 3 years of relevant experience in the field of community development; project management; sales and marketing; or an equivalent combination of education and experience.
- Demonstrated understanding of project development and implementation within community-building frameworks.
- Ability to present effectively to different audiences with varying degrees of subject matter knowledge.
- Demonstrated knowledge and application of client-centered principles, problem solving strategies and confidentiality.
- Proficiency in MS Office. Ability to effectively learn and use additional systems, including learning management systems, client database software, and webinar technologies.
- Knowledge of Nova Scotia's healthcare system, Alzheimer's disease, and other dementias.
- Experience working in a health charity or not-for-profit environment an asset.

Attributes

- Excellent organizational and time management skills
- Exceptional communication skills including listening, oral and written
- Ability to work independently and as a strong team contributor
- Demonstrated commitment to continuing professional development
- Sensitivity to the needs of persons living with dementia and their care partners
- Professional communicator, open and transparent communication style
- Open to asking for and accepting help when needed
- A values-based working style; decisions and actions reflect the shared values of ASNS
- Self-starter and able to see a task through to completion from planning to execution
- Analytical skills (such as research and evaluation) are an asset
- Experience working with volunteers and members of diverse communities is an asset

**Appendix 1: Media Posting
Dementia Friendly Communities (DFC) Lead
Halifax, Nova Scotia**

Would you like to work towards creating communities that are inclusive and supportive of people living with dementia and their care partners? Would you like to work with a non-profit organization that is making a difference? Are you skilled in community and program development, implementation and evaluation? The Alzheimer Society of Nova Scotia (ASNS) is seeking a new team member to work with our dedicated Research and Advocacy team.

The Alzheimer Society of Nova Scotia is the leading not-for-profit organization working to improve the quality of life for Nova Scotians affected by Alzheimer's disease or other dementias and advance the search for the cause and cure. Since 1983, ASNS has provided help for people with Alzheimer's disease and related dementias and their care partners – and that help comes in many ways. The organization has grown significantly over the past 5 years and presently employs over 40 well-trained, committed, hardworking staff in the areas of Programs & Services, Research & Advocacy, Finance & Operations and Philanthropy. We are now seeking a Dementia Friendly Communities Lead to join our team.

Reporting to the Manager of Advocacy, the Dementia Friendly Communities Lead develops, implements, and sustains Dementia Friendly Communities across Nova Scotia. The DFC Lead will bring their university-level education or equivalent, knowledge and experience in the field of education, health care, social work, and/or community services as well their professional collaborative approach, to this key role.

To learn more about this exciting opportunity, visit www.alzheimer.ca/ns/careers for a full role profile.

The annual salary band for this position is \$59,800 to \$61,800. ASNS also offers a group RRSP plan, a comprehensive benefits package, and an employee assistance program.

To apply, please send a resume and cover letter as one pdf document to rosanne.burke@asns.ca.

Your cover letter should include a description of how your skills, education, and experience make you an excellent candidate for this position. Please apply by **Wednesday, January 22nd, 2025, 11:59 pm.**

ASNS is an equal opportunity employer. We are committed to fostering an inclusive, accessible environment, where all employees, clients, and stakeholders are respected and supported. We are dedicated to building a workforce that reflects the diversity of the people and communities in which we live and serve, and to creating an environment where every employee has the opportunity to reach their potential.

We thank all applicants for their interest, however, only those candidates selected for an interview will be contacted.