



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## KANDIYOHI COUNTY AREA FAMILY YMCA JOB DESCRIPTION

Job Title: Community Wellness & Outreach Director    Job Code: XXXX  
FLSA Status: Exempt    Job Grade: 15  
Reports to: Program Director    Revision Date: 2/2022  
Leadership Level: Team Leader    Department: Heath & Wellness

### POSITION SUMMARY:

This position supports the work of the Y, a leading nonprofit, charitable organization committed to strengthening community through youth development, healthy living and social responsibility. The Community Wellness & Outreach Director at Kandiyohi County Area Family YMCA intentionally fosters a cause-centered culture that is welcoming, genuine, hopeful, nurturing, and determined.

### OUR CULTURE:

Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. **We are welcoming:** we are open to all. We are a place where you can belong and become. **We are genuine:** we value you and embrace your individuality. **We are hopeful:** we believe in you and your potential to become a catalyst in the world. **We are nurturing:** we support you in your journey to develop your full potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

The Director is responsible for the systematic development and management of Community Health & Wellness initiatives aimed at improving the overall health of the Renville County population as well as surrounding communities. This individual also serves as a liaison with community stakeholders, healthcare providers, and regulatory agencies to promote wellness interests.

### ESSENTIAL FUNCTIONS:

1. Ensures that the goals, objectives, initiatives, and action plans are aligned with the YMCA.
2. Develops an annual Community Wellness plan in consultation with the Executive Director, leadership team, and key community stakeholders. The plan will set out objectives and specific activities to be pursued in each area of responsibility. This plan will be developed in the context of the organization's strategic and operating objectives and will be directed at supporting the objectives established in those plans.
3. Develops annual program budgets, sourcing of program funding through grants, donations, collaborations, etc.
4. Designs, maintains, and tracks program goals.
5. Makes presentations and timely updates to the YMCA Board of Directors and key community stakeholders regarding Community Wellness and Outreach initiatives.
6. Develops community advocates across Renville County area to promote community wellness initiatives, while seeking local input required for the development and augmentation of current and future programming.
7. Develops and implements an annual, strategic, special events calendar that ensures the efforts, resources and the volunteer time are utilized in a manner that provides the greatest return to the YMCA.
8. Coordinates and provides awareness about health and wellness educational opportunities to Renville County and surrounding communities. Strengthens the YMCA / key stakeholders' brand and recognition as a health and wellness leader through external communications, promotional content development (e.g., timely articles, blogs, social media posts, etc.), and internal education.



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9. Leads efforts developing health prevention and lifestyle change presentations/seminars in collaboration with key stakeholders' resources. This includes enrolling community members into preventative health and lifestyle change education opportunities.
10. Assures that the organization is consistently presented in a strong, positive image relevant to stakeholders and responsibly represents the program in public forums and meetings.
11. Maintains continuous lines of communication.
12. Other duties as assigned.

#### **LEADERSHIP COMPETENCIES:**

- Critical Thinking & Decision Making
- Communication & Influence
- Fiscal Management
- Functional Expertise
- Program / Project Management
- Developing Self & Others
- Engaging Community
- Inclusion
- Collaboration

#### **QUALIFICATIONS:**

- Bachelor's degree preferably with a major in Community or Public Health, Health Education, Nutrition, Communications, or related field.
- Minimum 2 years of experience in community or health program planning and delivery
- Program evaluation aptitude including clearly communicating data summaries related to goal progress.
- Superior organizational skills with ability to organize large amounts of supporting materials, prioritize, multi-task and meet deadlines
- Adaptable, flexible, positive and poised with a desire to succeed.
- Excellent written and verbal communication skills including presentations and health communications for a variety of target audiences.
- Able to function independently with projects as assigned, meeting deadlines, and prioritizing workflow and improving project or program processes.
- Ability to develop relationships with schools and other community partners with excellent follow-through regarding partnership expectations.
- Group facilitation skills with internal and external teams
- Proficient in Microsoft Word, Excel and PowerPoint
- Cultural competency & a comprehensive understanding of issues of health equity, diversity and inclusion. (I would suggest this as a core competency)
- Ability to lift 50 pounds and be physically active loading, unloading and delivering materials to community partners and assisting with event set up and tear down.
- Valid driver's license with access to personal vehicle for driving between office and community locations throughout the metro area

#### **WORK ENVIRONMENT & PHYSICAL DEMANDS:**

- While performing the duties of this job, the employee is regularly required to communicate, compare, analyze, coordinate, instruct, evaluate, and use interpersonal skills.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Ability to respond to common inquiries or complaints from public
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to effectively process detailed work, frequent interruptions, and decision-making skills



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- Ability to work independently as well as with others
- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Specific vision abilities required by this job include close vision, distance vision and the ability to adjust.
- The employee must occasionally lift and/or move up to 50 pounds.
- Noise levels in work environment is usually moderate.

I have reviewed and understand this job description.

\_\_\_\_\_  
Employee's name

\_\_\_\_\_  
Employee's signature

Today's date: \_\_\_\_\_