



Neighbors Helping Neighbors

Community For Life Director

About the job:

A Community for Life program Director (With Sales Experience)

Do you have the skills, energy, and perseverance to build a business from the ground up? Are you able to motivate individuals to be the best and think outside the box? The ability to structure your plan to reach maximum effectiveness? The flexibility to change as needed? If so, you may be the person we are looking for.

Community for Life is a new program for Partners In Care.

Job Details:

- **Job Title:** PARTNERS IN CARE MARYLAND CFL DIRECTOR
- **Full-Time Position.**
- **Work location:** Main office can be in Anne Arundel, Easton, Frederick, or Washington County. Will include travel to the additional counties we serve. CFL serves Anne Arundel, Talbot, Caroline, Washington, Frederick, and Montgomery Counties.
- **Compensation and Benefits:** Salary depending upon experience

About Community for Life:

Maryland Community for Life (CFL) envisions a more just and prosperous future for all adults over 60 by offering assistance that allows seniors to maintain their independence. Maryland Community for Life (CFL) is a first-in-the-nation program that delivers a package of standard services to adults over 60 to help them age-in-place. The core Community for Life services is home maintenance, service navigation, and transportation. The Maryland Community for Life program currently services 11 of Maryland's 24 jurisdictions. For more information please see:

<https://aging.maryland.gov/Pages/community-for-life.aspx>

YouTube video about CFL : <https://youtu.be/mm-yE9JuJd8>

About the Role:

This position is for a newly developed role for Partners In Care Maryland. The CFL Director will set the foundation for the Community for Life (CFL) program for Partners In Care Maryland. Additionally, this position will recruit and advise community partners, as well as make innovative recommendations to other Partners In Care Maryland directors. This position will be active within the community attending local events and promoting the Community for Life (CFL) program. This position will report to the CEO of Partners In Care Maryland, Inc.

Key Responsibilities

Program Management:

- Establish, promote and oversee the success of the Community for Life Programs (CFL) in the jurisdictions engaged in the program.
- Recruitment and supervision of CFL-specific volunteers and staff, marketing to and recruitment of members, and community outreach.
- In partnership with the State, develop marketing materials to promote CFL and monitor the return on investment.
- Monitor all PIC/CFL programs to ensure we are in compliance with the state of Maryland's minimum services, including reporting and training requirements.
- Report to senior management on program status, providing weekly membership reports, quarterly reports, and service utilization data reports that summarize progress on work plans.
- Participate in Maryland Department of Aging meetings and training; create and submit monthly reports as required.

Community Outreach:

- Collaborate, direct and monitor all Community for Life (CFL) service navigators to expand the brand and increase membership.
- Identify, monitor, and track the implementation of promotional activities and the effectiveness of those campaigns.
- Represent Partners In Care Maryland and promote the Community for Life (CFL) program at community events.
- Facilitate and/or deliver capacity-building presentations to the local community.
- Develop and maintain partnerships with local organizations for program promotion and fundraising.

Qualifications & Skills:

- Ability to work cohesively within the PIC structure of best practices, policies, and standard procedures and to engage with PIC program leaders as valued partners.
- A passion for fostering high-profile external partnerships.
- Experience working with the senior population.
- 4 or more years of experience in community relations, sales, program development, and management.
- Experience working with program development.

- Ability to think strategically, drive analysis and solve problems quickly and effectively.
- Ability to manage concurrent work plans across different counties.
- Excellent written and verbal communication skills.
- Proven ability to drive the sales process from start to finish.
- Excellent listening, negotiation, and presentation skills.
- Proven ability to articulate the distinct aspects of services and products.
- Knowledge of how to develop client-focused, differentiated, and achievable solutions.

Application Process:

Partners In Care Maryland, Inc. is proud to be an equal opportunity employer and encourages people from every background to apply. To be considered for this position, please submit your resume and cover letter to this job post site or directly to our Human Resources Department: heatherbobbitt@partnersincare.org.

Benefits for this position:

- Medical, Dental, Vision – Employer pays 70%.
- Life Insurance – Employer pays 100%.
- 403(B) – Employer matches up to 4% after a period of qualification.

Additional benefits:

- 80 hours Paid Time Off (PTO) per year.
- 40 hours paid sick leave per year.
- 7 paid holidays
- Additional paid time off at the end of year. PIC closes between Christmas and New Year's.

About the Company

Partners In Care Maryland is a local 501©3 nonprofit helping older adults remain independent in their own homes. Operating in five counties throughout Maryland since 1993 and currently embracing 2,600+ members. We use a service-exchange model as the foundation for our support for members. The objective is to build a community network of care around people as they age in place by engaging people to help each other “Neighbors Helping Neighbors” with the myriad tasks involved in everyday living. Members volunteer their time and talents to help seniors live with dignity and respect. Everyone contributes something and is valued for it in the reciprocal exchange of services.