

## Rural Municipality of North Shore

### WELLNESS LEAD – Position Description

#### DESCRIPTION

The Wellness Lead position is responsible for providing recreation, leisure, and wellness services and programs, which promotes a healthy lifestyle for all community residents.

#### SCOPE

The Wellness Lead will coordinate and implement programming as well as collaborate with outside agencies to offer sport, recreation and leisure programs in the community. The Wellness Lead will prepare appropriate needs assessments and monitor the care and maintenance of any equipment and facilities in the community. Failure to provide adequate services will result in unsafe recreation facilities or a lack of sport and recreation programs in the community. This will have an impact on the quality of life for all residents and will affect the health and wellness of community members.

#### QUALIFICATIONS

- Minimum of a bachelor's degree or a diploma in Business, Education, Recreation, Physical Education, Sports Management, or an equivalent field.
- Knowledge of and experience in the field of direct programming, recreation, and community development.
- Demonstrates knowledge and successful background in physical activities.
- Excellent interpersonal communication skills via in person, email, telephone, and volunteer management skills.
- Strong writing skills and an ability to write concisely and persuasively i.e. small grants, quarterly brochures, social media posts, program registration and reports.
- Knowledge and skills to operate social media accounts.
- Ability to represent the Rural Municipality of North Shore in a professional manner.
- Ability to relate well and work effectively with the public.
- Ability to work evenings and weekends and adapt to a flexible schedule.
- Effective time management and ability to multi-task.
- Experience with Microsoft 365 Suite.
- Valid PEI driver's license.
- Clear Criminal Record and Vulnerable Sector checks. Must be bondable.
- Ability to perform light physical labour (loading/unloading equipment at events and office).

## DUTIES

### Maintenance Management

- Maintain records of repairs, maintenance schedule, and other records as needed.
- Order supplies.
- Prepare facility schedules.
- Develop preventative maintenance programs and set up regular inspections of equipment if needed.
- Ensure facility policies and regulations are adhered to.
- Complete bookings for all sport/programming rentals and community events, weddings, and birthday parties.
- Manage contracts associated with the recreation programming as designed under the direction of the Chief Administration Officer.
- Monitor the use of recreation equipment and facilities to ensure safe operations.

### Facility Rental Management

- Manage the set up and take down for events.
- Acceptance of the rental fees including providing accurate receipts.
- Managing inventory.
- Manage outdoor community signs in conjunction with CAO to ensure all community events are well displayed on outdoor digital sign.
- Establish policy and procedures related to bartending services, as required.
- Manage bar services and employees.
- Development of facility rental policies and procedures, as required.
- Monitoring and managing security measures.
- Manages access, keys, security system maintenance and upkeep.
- Assists in EMO planning re: facility function etc.
- Works with other staff to ensure proper safety measures are considered to mitigate Risk management. (i.e. - snow removal on exits, salting, propane tanks etc.)

## **Recreation Development**

- Responsible for the planning and implementation of all levels of recreation development and community activities. Seek out new event and recreation opportunities not currently offered.
- Coordinate, promote and implement year-round recreation programs based on defined demand, following established guidelines and procedures.
- Provide leadership to programs to meet the goals, objectives, standards and vision of the Municipality.
- Establish liaisons with other communities and organizations to benefit recreation growth in Municipality.
- Research new and existing sport and recreation programs, funding sources and project requirements.
- Access funding and prepare funding proposals as required in collaboration with the CAO.
- Evaluate program effectiveness and identify areas where new programs are needed.
- Schedule activities, facilities and volunteers as required.
- Supervise and lead activities as required.
- Recruit, train and oversee volunteers.

## **Community Relations and Communications**

- Maintain all social media outlets for the Municipality. These include but are not limited to: Facebook, Twitter, Instagram
- Work with CAO to update website, develop and complete quarterly brochures, monthly newsletters and weekly public schedules of events and programming.
- Develop sufficient knowledge of the Rural Municipality of North Shore to answer general questions and speak on behalf of the organization as required.
- Provide regular facility and recreation information to residents directly, or through other staff, using a variety of communication tools.
- Assist the CAO in the planning of all Rural Municipality of North Shore activities and events.
- Communicate with community members to determine their needs and interests.
- Coordinate an annual community relations campaign to promote recreational and cultural programs.
- Work with and maintain appropriate contacts with local, regional and provincial sport and recreation organizations, to ensure a collaborative and open approach to program delivery.
- Perform other related duties as required.

### Fiscal Management/ Administration

- Prepare a written monthly report for the CAO, and Wellness Committee on facility, community engagement, and recreation programming performance.
- Record information on and prepare reports concerning community programs, costs, numbers of participants and equipment and facility use.
- Follow all fiscal controls at all organizational levels.
- Perform other duties as assigned by the CAO.
- Attend monthly Wellness Committee meetings.

### SUPERVISION

The position will report to the CAO for the municipality. The CAO will conduct an annual performance evaluation for the incumbent.

### VISION STATEMENT (*Official Plan 2021*)

The goal of the Rural Municipality of North Shore is to continue to be a rural municipality, with a core economic base in agriculture, fisheries and tourism; where residential development, and social and recreational services support diverse, inclusive and life-long communities; where ecological stewardship of the land and waterways is highly valued and the natural beauty is respected; and where innovation and resource-related economic development is supported.