

# MUNICIPALITY OF THE COUNTY OF **ANTIGONISH**

## Position Description

### **RECREATION DEPARTMENT**

#### **Make Your Move Antigonish: Community Coordinator**

### Overview

The Municipality of the County of Antigonish (the County) and the Province of Nova Scotia both recognize that movement and physical activity are essential for the health and wellbeing of both the people and their communities. Today, modern society involves a high degree of vehicle dependence, sedentary time and screen time and for many people, movement and physical activity are no longer part of life. Movement and physical activity rates in Nova Scotia and Canada are critically low. The County and province recognize that moving is a necessity of life that provides physical and mental health benefits, and positively effects society, environment, and the economy. In addition, there is a recognition that rural community hubs contribute to overall community wellbeing and can become even more dynamic to community vitality and our citizens health and happiness.

The "Make Your Move Antigonish" project is a collaborative partnership between the County and the province to address the current issue of physical inactivity and sedentary time by encouraging everyday natural movements throughout the day. The Make Your Move Antigonish Community Coordinator (MYMA Coordinator) position was created to support the Make Your Move Antigonish project.

Opportunities for movement are influenced by policies and programs from multiple municipal departments and community organizations. While movement can be influenced by traditional programs, to reach more community members, consideration must be given to the broad accessibility of programs/facilities, opportunities within the community hubs throughout the county, leadership development, active transportation routes, parks, location of paths/community trails, opportunities for unstructured movement and physical activity, social marketing, partnerships with schools, workplaces, the health sector, etc.

The MYMA Coordinator role is critical to the goal of engaging residents in a social movement where natural everyday movement is a social norm, through fun, meaningful, and motivating activities. The MYMA Coordinator will also attain to the municipality's vision of "strong, vibrant communities" by supporting the community hubs as ongoing vibrant gathering places, and centers of recreation and social development.

The MYMA Community Coordinator will advance these goals by supporting the Active Living Coordinator, the Make Your Move Antigonish Leadership Team, as well as community organizations and non-profit groups, by building relationships with other community, hubs and organizations with similar goals, and by educating and bringing awareness to residents.

This position reports to the Active Living Coordinator.

### **Behavioural Competencies**

Behavioural competencies are how we behave, act, and think in the workplace. They are attained through formal and informal education and training, life and work experiences, and in our relationships. The core competencies required by this position include:

Communication  
Teamwork

Leading and Developing Others  
Relationship Building for Influence

Innovation

### **Key Outcomes and Responsibilities**

The MYMA Community Coordinator will assist the Make Your Move Antigonish project and the Recreation department by supporting the implementation of the actions detailed in both strategic plans.

1. Support the implementation of the comprehensive strategies using:
  - Best practices
  - Community demographics and assets
  - Community engagement
  - Citizen survey themes
  - Key partners
2. Ensure the strategies effectively address the following:
  - a. Priority Area: the integration of easy, natural, everyday movement in bouts throughout the day.
  - b. Program Outcomes:
    - Social supports for walking
    - Physical environment supports for walking in the natural or built environment
    - Social supports for other less structured movement (active play, cycling, gardening, less sedentary time, etc)
    - Physical environment supports for other less structured movement
    - Policies to support movement
  - c. Priority Principles:

- Populations that are less active and/or sedentary with an increased focus on reaching our equity seeking groups
  - Equity in access to movement and recreation opportunities
3. Work in close collaboration with the Active Living Coordinator or designate to support the implementation of the strategies through:
    - Supporting the Make Your Move Antigonish Leadership Team, along with its subcommittees, and other departmental projects as directed
    - Community mobilization, capacity building and leadership development
    - Provide support and leadership to community groups and other organizations providing, or intending to provide, opportunities to residents or visitors
    - Assessing recreation, movement and physical activity needs, opportunities, and setting priorities
    - Supporting policy development
    - Facilitating the development of supportive environments and networks
    - Leveraging social marketing and other existing movement and physical activity initiatives, as appropriate
    - Facilitating initiatives that have a large population reach
    - Partnerships with other municipal units and partners including, but not limited to schools, health care, workplaces, and community hubs
    - Support the implementation of a work plan which will outline the planned approach to implementing the strategy each year
    - Preparing and submitting related grant proposals
    - Championing movement within the municipality
  4. Support monitoring and evaluation for the strategies, including the completion of annual progress reports.
  5. Monitor and support budgets as required
  6. The employee/incumbent is responsible to work and always apply all of the safety tools, resources and policies and procedures leading to a safe working environment for citizens, team members and others. Work is executed in a safe manner in accordance with organizational and other legislated Occupational Health and Safety policies, procedures, regulations, guidelines and/or standards.

### **Qualifications and Educational Requirements**

- Undergraduate university degree in Community Studies, Public Relations, Communications, Health Promotion or Recreation or related field
- Knowledge and/or training in influencing movement/physical activity at the population level and barriers to movement/physical activity
- Understanding of the movement/physical activity and recreation delivery systems
- General knowledge of municipal government operations
- Minimum two years of experience in a related field
- Valid driver's license

### **Required Skills**

- Project management
- Public relations
- Marketing and promotions
- Planning and evaluation
- Ability to multi-task
- Website and social media management
- Superior communication skills, ability to work independently and as part of a team
- Community engagement and development
- Policy development
- Partnership building and ability to work collaboratively
- Leadership and facilitation skills

### **Terms and Conditions of Employment**

The MYMA Coordinator is a full-time position with a one-year term and opportunity for extension. The Municipality of the County of Antigonish has an approved salary range for this position: \$50, 233.00 - \$62, 451.00, annually. Placement within the salary range is based on qualifications, experience and demonstrated ability to perform the responsibilities of this position.

The Municipality of the County of Antigonish's Personnel Policy should be referred to for additional information regarding conditions of employment.