



Position Description

Manager, Strength for Life

Position Description: **Manager, Strength for Life**

| General Details | |
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| Title: Manager, Strength for Life (part-time) | Classification: Level 5.2 |
| Reports to: General Manager | Industrial: Social Community, Homecare and Disability Services Industry Award |
| Program/Unit: Programs | Direct Reports: SFL Team members including SFL Cultural Diversity Officer, SFL Coordinator, Casual and Contractor Trainers and Instructors, SFL Volunteers |

Role Purpose

The purpose of this role is to manage the successful delivery and growth of COTA SA's Strength for Life program. The Manager is responsible for all aspects of the program including Program Design, Innovation and Quality Control; Business Development through recruiting and supporting providers and identifying new revenue opportunities in line with COTA SA values; Administration and Reporting, and contributing positively to COTA SA team culture. The Manager works to increase and promote opportunities for South Australians over the age of 50 to participate in and benefit from progressive resistance strength training, offered through a statewide network of providers and instructors that the Manager seeks to build and develop. Working in close collaboration with the Strength for Life Team members, and with key internal and external stakeholders, the Manager ensure that the SFL program is designed and implemented to achieve positive outcomes for older people, for providers, and to meet the strategic goals of COTA SA and the program funder, Wellbeing SA. The Manager is responsible for the effective administration and general operation of the program, including budgeting, record keeping, staffing and reporting. The Manager is active in promoting the program to the general public to increase participation and access.

| Function | Key Responsibilities |
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| Program Design, Innovation and Quality Control | <p>Take responsibility for designing a SFL program that achieves positive, realistic, safe, accessible and effective health and fitness outcomes for people aged 50+</p> <p>Maintain knowledge of effective contemporary resistance training principles for older people and apply a continual improvement approach to ensure that the SFL program content continues to meet best practice.</p> <p>Ensure compliance with external regulator requirements and meets relevant standards including for an accredited training program.</p> <p>Develop new models for increased audience reach and income generation through SFL Online, E-learning and short courses</p> |
| Provider Recruitment and Support | <p>Recruit, support and resource strength training providers, through the Strength for Life Endorsement Scheme to maximize the range, quality and accessibility of options for older people to participate in strength-based training.</p> <p>Support the Cultural Diversity Officer, Strength for Life in their work to increase CALD engagement and participation in the program, including through attracting new providers, and building capacity of existing providers.</p> <p>Establish and maintain support networks and resources for Strength for Life Endorsed Instructors.</p> <p>Identify training needs and facilitate training for Providers including arranging SFL seminars and training sessions and initiating new COTA SA E-Learning programs.</p> |

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| | <p>Ensure appropriate provider agreements are prepared and entered into for each provider.</p> <p>Ensure an appropriate and timely accreditation process for providers, including through managing training, compliance checks and renewals.</p> <p>Manage a provider site check program through developing online tools, deploying staff and volunteer resources to undertake checks, to ensure provider compliance with agreements, standards and measure customer satisfaction.</p> | |
| Administration, Communication and Reporting | <p>Work closely with Administrative staff to ensure the professional, efficient and effective delivery of the Strength for Life program including:</p> <ul style="list-style-type: none"> - Monitor and evaluate program outcomes to ensure SFL is on track to meet or exceed KPIs and targets. - Maintain accurate records of financials, resources, material and information relating to the program - Prepare progress and evaluation reports in accordance with funding agreement. - Maintaining and administering the SFL E-Learning program - Development and improvement of relevant policies and procedures <p>Explore opportunities to improve and streamline program efficiency and effectiveness.</p> <p>Work with COTA SA Communications staff and contractors, Wellbeing SA and other stakeholders to raise awareness of the SFL program to the general public through effective health promotion and marketing campaigns</p> | |
| COTA SA Team Culture | <p>Demonstrate a commitment to the COTA SA values: Respect, Diversity, Equity, Collaboration, Integrity, Independence</p> <p>Contribute to the work of COTA SA through participation in whole staff meetings, planning sessions and initiatives.</p> <p>Manage self and demonstrate commitment to learning through evaluation and review of own performance, development of skills, experience, and knowledge.</p> <p>Display professional personal presentation.</p> <p>Undertake relevant personal and technical skills development as relevant to the position.</p> <p>Keep up to date with current information about services and supports for older people, in particular regarding to aged care and social support.</p> <p>Display a positive and proactive results-focused 'can do' attitude and behaviour.</p> | |
| Selection Criteria | | |
| | Essential | Desirable |
| Training/Qualifications | <ul style="list-style-type: none"> ▪ Qualifications (or substantial equivalent experience) in fitness, strength and balance training, health promotion, primary health care, allied health care, community development ▪ Certificate 4 in Training and Assessment | <ul style="list-style-type: none"> • Accredited SFL instructor training |
| Experience/Knowledge | <ul style="list-style-type: none"> ▪ Excellent knowledge of progressive resistance strength training and balance strategies for people over 50 years of age. | <ul style="list-style-type: none"> • Direct experience of the Strength for Life program as a provider, instructor or participant |

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| | <ul style="list-style-type: none"> ▪ Experience developing and implementing training programs. ▪ Experience managing programs or projects, including budget and staffing resources ▪ Extensive experience in new project development and implementation ▪ Knowledge of Work, Health and Safety principles. ▪ Experience establishing partnerships and managing relationships | <ul style="list-style-type: none"> • Experience delivering or developing online training resources including e-learning ▪ Experience generating income in a not for profit, community or social enterprise environment ▪ Experience in health promotion of programs to older people including through social media |
| Skills/ Abilities | <ul style="list-style-type: none"> ▪ Highly developed communication skills and an ability to represent COTA SA and the SFL program in the media, in public presentations and written promotion ▪ Proven ability to work effectively with a wide range of people including older people of varying ethnic and linguistic backgrounds, aged care/fitness and health providers and researchers. ▪ Ability to work with Communications staff and contractors to ▪ Ability to contribute to development of online resources including e-learning programs | <ul style="list-style-type: none"> • Skilled in Zoho CRM • Skilled in Craft CMS • Skilled in Moodle E-learning platform |
| Licenses/ Certificates | <p>Certificate IV Maintenance of a full, unrestricted South Australian Driver's Licence A satisfactory current National Police Clearance. Evidence of maintaining full vaccination status against COVID-19</p> | |

Special Conditions

- Duties of the position may vary according to business needs.
- Regular metro and regional travel will be required.
- There may be a requirement to work outside of normal business hours.
- This role is offered part-time 0.6 to 0.8FTE negotiable on a 3 year contract to 30 June 2025

Supervisor Signature: _____

Print name: _____

Date: _____

Employee Signature: _____

Print name: _____

Date: _____