

Senior Center Program Director

Job Description

General Description

The Senior Center Program Director provides leadership and oversight for all programming and member services at Four Pointes Center for Successful Aging. This position develops and evaluates engaging programs for adults aged 60 and older while serving as a primary community-facing ambassador and liaison for Four Pointes.

The Program Director builds relationships with members, volunteers, community partners, and businesses; leads marketing and outreach efforts; oversees day-to-day Senior Center operations; and directly supervises the Front Desk Team. This position plays a key role in creating a welcoming, inclusive, and connected environment for Four Pointes members.

Essential Duties and Responsibilities

Program Development & Oversight

- Develop, coordinate, and evaluate programs that support the social, physical, emotional, and overall well-being of adults age 60 and older.
- Maintain an engaging and diverse annual programming calendar.
- Monitor participation, member feedback, and community needs to improve and expand programming.
- Lead quality planning and coordination of special events.
- Provide input into the annual programming and member services budget and monitor related expenses.
- Compile program statistics, surveys, and other outcome data.

Community Engagement & Member Relations

- Serve as a primary community-facing representative of Four Pointes, promoting its mission, programs, and impact.
- Build and maintain relationships with community organizations, businesses, volunteers, and other partners.
- Represent Four Pointes at community events, meetings, and networking opportunities.
- Serve as a liaison and advocate for Senior Center members.
- Respond to member questions, suggestions, concerns, and conflicts in a timely and professional manner.
- Identify opportunities to increase member engagement, participation, and retention.

Staff & Volunteer Leadership

- Directly supervise, schedule, train, and evaluate the Front Desk Team.
- Ensure the Front Desk provides a welcoming and professional experience for members and visitors.
- Support hiring, training, and retention of Senior Center staff and program contractors as assigned.
- Review contractor performance and invoices.
- Collaborate with the Volunteer Coordinator to engage volunteers in programs and special events.
- Foster a positive, respectful, and collaborative team environment.

Marketing & Communications

- Lead marketing and promotional efforts for programs, activities, and events.
- Manage ongoing social media and website content.
- Create and distribute the monthly newsletter and other program communications.
- Develop flyers, promotional materials, and other outreach materials using Canva and Microsoft Office.
- Identify opportunities to increase awareness of Four Pointes throughout the community.

Operations & Organizational Leadership

- Oversee daily Senior Center operations and facility needs.
 - Ensure safety procedures and program standards are followed.
 - Participate in the Four Pointes management team and contribute to organizational planning and decision-making.
 - Attend and participate in meetings, trainings, community events, and professional development opportunities.
 - Perform other duties as assigned by the Executive Director.
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Qualifications

- Strong interpersonal, communication, and relationship-building skills.
- Demonstrated ability to lead programs, projects, and people.
- Strong organizational and time-management skills with the ability to manage multiple priorities.
- Ability to work independently and collaboratively.
- Strong problem-solving and conflict-resolution skills.
- Genuine interest in working with and advocating for adults aged 60 and older.
- Proficiency in Microsoft Office and ability to utilize Canva and social media platforms.
- Professional, dependable, ethical, and respectful conduct.
- Ability to maintain accurate and confidential records.
- Valid Michigan driver's license, reliable transportation, and cell phone required.

Education & Experience

- Associate degree, bachelor's degree, or equivalent combination of education and relevant experience preferred.
- Experience working with older adults, nonprofits, human services, recreation, wellness, or community-based organizations preferred.
- Experience supervising staff or volunteers preferred.
- Experience in program development, community engagement, marketing, or event planning is highly valued.

EDUCATION and/or EXPERIENCE

A Bachelor's degree from a four-year college or university in Public Health, Community Health, Therapeutic Recreation, Health Science or a related field or one to two years related experience and/or training; or equivalent combination of education and experience. Experience in wellness/fitness programming and facilitating small groups. Excellent written and verbal communication skills. CPR/AED/First Aid Certified.

Direct Reports:

- Program Instructors

- Front Desk Staff

Position Reports To:

- Executive Director

Position Status:

- Up to 40 hours per week, exempt

Physical Demands:

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.

While performing the duties of this job, the employee is regularly required to talk and hear. Specific vision abilities required by this job include close vision, distance vision and the ability to adjust focus. The employee frequently is required to sit and use hands to finger, handle, or feel objects, tools or controls. The employee is occasionally required to stand and walk.

While performing the duties of the job, the employee is required to lift and/or move up to 20 pounds. The employee must be able to travel in all kinds of weather and have reliable transportation.

The above is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements. Duties and responsibilities may be added, deleted or changed at any time at the discretion of management, formally or informally, either verbally or in writing.

Employee Signature

Title

Date

Supervisor Signature

Title

Date

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