

Title: Health Promotion Specialist

Type of Position: 2 Year Grant Funded

Department: Area Agency on Aging

Revised: December 2025



General Statement of Duties: High Country Area Agency on Aging (AAA) is looking for a Health Promotion Specialist to support the expansion of health focused programs for older adults and caregivers throughout our seven-county region.

This is a diverse position that will include leadership and implementation of health focused projects in the region. Work will include engaging positively with many community partners, older adults and caregivers throughout our region, as well as delivering educational programs.

This position is a time limited position that is scheduled to last approximately 2 years, with possible extensions based on the availability of available funds. Full time salary range is expected to be \$42,000-46,000, or commensurate with experience. Comprehensive benefits package includes health insurance, participation in the NC Local Government Employees Retirement System pension plan, matching 401k, vision and dental coverage, paid time off, sick leave and more. The ideal candidate will work full time, however a 25-30 hour per week role would be considered. This position involves day travel in the region, and partially hybrid remote work will be considered.

Essential Duties and Responsibilities:

- Leadership and oversight of several existing and emerging health focused projects within the region.
- Leadership and collaboration to implement of our new Older Adult Mental Health Initiative, in partnership with Appalachian State University. This will include receiving training to lead Mental Health First Aid Trainings in the region.
- Supporting instructors and host sites throughout the seven-county region, to cultivate and maintain a vibrant pool of instructors that provide robust opportunities for participation in health promotion programs. This includes coordination of regular trainings and instructor communication, visiting and monitoring classes that are in process, and providing on-going support for program leaders to be successful. Primarily, this will involve fall prevention curriculums such as Tai Chi for Arthritis and Fall Prevention curriculum, but other programs are supported.
- Receiving training to lead evidence-based health promotion and fall prevention programs throughout the region, including, but not limited to Mental Health First Aid, Tai Chi for Arthritis and Falls Prevention, and Matter of Balance.
- Working with individual older adults and caregivers to support long term health and access to community resources. This may include home visits and on-going care navigation support with older adults.
- Data collection and reporting for all projects. Financial tracking and budgeting for individual projects.
- Cultivating and maintaining relationships with various community partners and stakeholders throughout our seven-county region.
- Working collaboratively with the Area Agency on Aging team on initiatives to positively impact the region.
- Co-Planning and leading the regional Fall Prevention Coalition efforts and quarterly meetings.
- Other duties as assigned.

Physical Requirements:

- Ability to lead educational workshops for older adults that include movement and stretching based programs.
- Must be able to physically perform the basic operational skills of talking, hearing, and repetitive motions. Must be able to perform sedentary work exerting up to 10 pounds of force occasionally, and/or a negligible amount of force frequently or constantly, and lift, carry, push, pull or otherwise move objects. Must possess visual acuity to prepare data and statistics, to read extensively, and to operate a computer.

Special Requirements:

- Must possess a valid driver's license.

- Frequent day travel throughout the seven-county region required (Alleghany, Avery, Ashe, Mitchell, Watauga, Wilkes, and Yancey). Occasional travel to other areas of the State, or outside for conferences, etc.
- Must possess a cell phone to communicate with stakeholders.

Education, Experience, and Desired Skills:

- Passion for working with older adults and making a difference in the lives of others.
- Ideal candidates will have experience working with older adults or caregivers through training, mentoring, and supporting older adults' health and wellness, or related human service work with other age groups.
- Strong interpersonal communication skills and ability to form positive relationships with diverse groups.
- Ideal candidate will have the experience and confidence to prepare and lead in-person educational sessions for health related programs.
- Ideal candidate will have leadership experience in human service projects, and strong organizational skills.
- Experience with community outreach and partnerships.
- Four-year degree or higher from an accredited college or university in a human service, education, social work or health related field and considerable experience in a related field, or the equivalent combination of education and experience.
- Master's degree preferred.

High Country Area Agency on Aging is a department of the High Country Council of Governments and is an equal opportunity employer.

Please send cover letter, resume, and references to Zgreen@hccog.org

Position Open Until Filled. Priority Consideration for applications received by 1/16/25