

ICAA Career Path For Wellness Professionals

A model for curriculum design, talent management, staff retention and career planning

A wellness professional has considerable education and experience in at least one discipline, and is knowledgeable about all 7 dimensions of wellness.

Adapt the path for your job titles and organization

Responsibility
Examples

Staff member
Works with people

- Follows defined processes
- Contributes skills in discipline
- Leads activities, teaches classes

Middle manager
Directs program

- Designs and implements programs
- Sets goals, tracks outcomes
- Contributes to strategies
- Markets program
- Recommends budget

Senior manager
Directs programs & people

- Helps develop organization's strategic plan
- Oversees direction, plans, budgets and people for one or more departments and/or locations
- Provides leadership and builds collaborations

Entry Level

Middle Management

Senior Management

Wellness assistant

Wellness coordinator

Wellness director

Wellness executive

Skills &
Knowledge
Examples

- Wellness philosophy
- Physiology and psychology of aging
- Medical conditions, special needs
- Expertise in discipline



- Program development
- Financial management
- Outcomes monitoring
- Relationship building
- Marketing and communication



- Strategic planning
- Supervisory & team building skills
- Financial & resources management
- Collaboration to build culture and services
- Marketing and communication

Wellness professionals work in:

Seniors centers
Community centers
Retirement communities
55+ housing
Wellness centers
Aging services
Parks & rec

It's the role, not the title:

Health education
Recreation
Physical activity
Activities
Lifestyle
Nutrition
Spirituality
Therapy
Program management



More information

- Wellness Career Path: responsibilities, SKAs, development
- Webinar on designing curriculum, job descriptions and development plans

ICAA Career Center: www.icaa.cc/careercenter.htm

Development

- 3 work groups -- 2 advisory groups
- 2 think tanks -- 2 quantitative surveys
- many subject matter experts