

Northumberland County Council  
**JOB DESCRIPTION**

<b>Post Title:</b> Health Improvement Practitioner Specialist		<b>Director/Service/Sector:</b> CSBU		<b>Office Use</b>
<b>Band:</b> 8		<b>Workplace:</b> County Hall		JE ref: 3960
<b>Responsible to:</b> Health Improvement Advance Practitioner Specialist		<b>Date:</b> September 2021	<b>Manager Level:</b>	HRMS ref:
<b>Job Purpose:</b> <ul style="list-style-type: none"><li>Health Improvement Practitioner Specialists contribute to the development, implementation and evaluation of specialist local health improvement programmes across the whole of the county. They have a key specialist role in building capacity in other professionals to make every contact a health promoting contact.</li><li>The post holder will work autonomously within their health improvement spheres of specialism but will work alongside other key health improvement staff and wider partnerships to deliver the overall Health Improvement Programme within the county.</li></ul>				
<b>Resources</b>	Staff	<ul style="list-style-type: none"><li>Provides information, advice and training on health promotion theory and practice and selected specialist topics to individuals, staff and multi-agency groups.</li><li>Ensures both staff and client records are processed and stored in line with Trust policies</li><li>Facilitates Public Health Training</li></ul>		
	Finance	<ul style="list-style-type: none"><li>Maintains stock and resources levels; Authorise payments for goods and services required for public initiatives.</li><li>Handles small amounts of cash and store vouchers to purchase small resources for sessions. Responsible for safe use of training equipment. Orders public health campaign resources.</li></ul>		
	Physical	<ul style="list-style-type: none"><li>Identifies appropriate levels of resource to deliver health improvement programmes.</li><li>Monitors project budgets when appropriate and reports to manager.</li><li>Carries out risk assessment of equipment and activities</li></ul>		
	Clients	<ul style="list-style-type: none"><li>Provides specialist health improvement advice which supports the care and education of users, carers and the public.</li></ul>		
<b>Duties and key result areas:</b> <ul style="list-style-type: none"><li>Develops and maintains public health information and support structures</li><li>Facilitates multi-agency public health group work to build capacity and community-based health needs assessment</li><li>Manages Public Health Programmes of work and staff working in the service</li><li>Supports the management of the health improvement service contract and quarterly and annual monitoring reports</li><li>Supports the training elements associated with public health themes and builds capacity in other professionals to raise awareness</li><li>Provides training to a range of other professionals in all sectors around their sphere of specialism to build capacity for health improvement delivery</li><li>Contributes to the development, implementation and evaluation of specialist local health improvement programmes, including public, user and carer involvement.</li><li>Undertakes any other tasks deemed appropriate by the line manager</li></ul>				
<b>Communication and Relationships</b> <ul style="list-style-type: none"><li>Persuades and influences external agencies (e.g. Voluntary &amp; Community Sector, Private Business, Local Authority, Primary Care) to address health inequalities in their plans and service delivery</li><li>Provides training and presentations, on a range of specialist health improvement issues, some of which may be complex or contentious, to a range of agencies and professionals</li><li>Provides specialised advice to external agencies, in respect of health improvement activities and evidence based practice on specialist areas</li><li>Provides specialist advice to other Health Care professionals regarding their own specialist area</li></ul>				

- Provide and receive complex, sensitive information. Uses persuasive, motivational, negotiating and training skills. Presents complex, sensitive or contentious information to large groups Liaises with external agencies or General Practice, persuades and influences agencies to address health inequalities, skills for training in own specialist area/ presentations on range of issues to large groups e.g. Obesity, Mental Health, Empowering Communities, Ageing Well and Young People's Health.

### **Analytical Skills**

- To be able to interpret different types of health data that gives an indication on priority areas of work related to work programme
- Creates a range of publications e.g. reports, graphs, power point presentations, newsletters, fliers and press statements using various software, requiring adjustment and manipulation of information.
- Ensures that any database or client related data are correctly stored, processed and secured in line with Trust policies.

### **Planning and Organisational Skills**

- Plans and coordinates health improvement portfolio delivery in Northumberland
- Co-ordinates and organises multi-agency groups, including public, user and carer involvement
- Project manages health improvement programmes within their spheres of specialism, in line with expectations outlined in the Northumberland health improvement service specification
- Plans and co-ordinates work that identifies opportunities for income generation
- To plan own work to ensure that individual and team targets are being met
- Plans and coordinates all aspects of staff management, including appraisals and supervisions
- Plan and organise complex activities, training or programmes, requiring formulation, adjustment. Co-ordinates and organises multi agency groups, project manages public health programmes, initiatives.

### **Policy and Service Development**

- Implements national and local health improvement policies on specialist areas of work which impact across a large number of settings and community groups.
- Contributes to the development of overall public health service in their specialist area of expertise.
- Identifies ways in which the service may be improved and gaps in service delivery and takes a leading role in implementing any changes.
- Coordinates evaluation of activities and programmes to inform service delivery and development
- Works with other health, school and social care teams to support policy and service development

### **Information Resources**

- Records data related to work programme
- Creates a range of publications e.g. reports, graphs, power point presentations, newsletters, fliers and press statements using various software, requiring adjustment and manipulation of information
- Ensures that any database or client related data are correctly stored, processed and secured in line with Trust policies

### **Research and Development**

- Maintains and shares with others information on current research and practice.
- Undertakes public health audits and trials and public involvement surveys as and when required.

### **Freedom to Act**

- Able to work independently within role boundaries and under the management of the Health Improvement Advanced Practitioner

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.

**Work Arrangements**

Transport requirements:	Travel to work sites, area offices, meetings or other venues throughout the County and region and further afield on occasion.
Working patterns:	May include weekends and evenings. Mainly office based but some travel required.
Working conditions:	Mainly indoors. Occasional exposure to working outdoors.

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**PERSON SPECIFICATION**

Post Title:		Director/Service/Sector:		Ref: 3960	
Essential		Desirable			Assess by
Qualifications and Knowledge					
<ul style="list-style-type: none"><li>Knowledge of public health specialist field acquired through a relevant degree or equivalent experience supplemented by specialist health improvement knowledge acquired through training to post graduate diploma level</li><li>Specialist knowledge of public health field acquired through relevant degree, supplemented by specialist public health improvement knowledge, acquired through training, extended courses and experience to post graduate diploma level equivalent</li></ul>		<ul style="list-style-type: none"><li>Post graduate diploma level in Community Development, Public Health or related topic area</li><li>Teaching or training qualification</li></ul>			
Experience					
<ul style="list-style-type: none"><li>Experience of working in public health project delivery or related community health programme linked to specialist area</li><li>Experience of involving local communities in identifying their own health needs</li><li>Knowledge and understanding of future public health directions and policy, including changes to commissioning</li></ul>		<ul style="list-style-type: none"><li>Experience of project management including managing small grants/budgets</li><li>Experience of staff management</li></ul>			
Skills and competencies					
<ul style="list-style-type: none"><li>Requires a full current driving licence and meets the transport needs of the job.</li><li>Good computer literacy and keyboard skills and the ability to safely move and handle displays and training equipment.</li><li>Analyses available health data and effectiveness of public health initiatives and programmes</li><li>Identifies and assesses alternative approaches to health improvement and the resources required</li><li>Ability to deliver training and programmes to build capacity in health improvement</li><li>Co-ordinates and organises multi-agency groups</li><li>Ability to communicate appropriately with a range of people, across a range of settings</li><li>Keyboard skills with precision and speed to produce service reports.</li></ul>		<ul style="list-style-type: none"><li>Experience of report writing</li><li>Experience of conducting health needs assessments</li></ul>			
Physical, mental, emotional and environmental demands					
<ul style="list-style-type: none"><li>There is a frequent requirement for sitting and standing in a restricted position for a substantial proportion of working time and frequent requirement to move and</li></ul>					

<p>transport public health equipment i.e. display boards, resources, laptop, projector, leaflets etc.</p> <ul style="list-style-type: none"> <li>• There is occasional requirement for prolonged concentration in order to undertake administration duties i.e. writing progress reports.</li> <li>• Plan and organise complex activities, training or programmes, requiring formulation, adjustment. Co-ordinates and organises multi agency groups, project manages public health programmes, initiatives.</li> <li>• Occasional distressing or emotional circumstances. Limited exposure to distressing or emotional circumstances within the workplace/exposure to distressed staff or members of the public.</li> <li>• Frequent requirement to drive and use VDU screens most days.</li> <li>• Occasional considerable physical effort for short periods Combination of sitting, standing and walking, may lift health improvement materials, training equipment and resources</li> </ul>		
<b>Motivation</b>		
<ul style="list-style-type: none"> <li>• Motivated</li> <li>• Team worker</li> <li>• Good communicator</li> <li>• Flexibility to adapt to changing priorities</li> </ul>		
<b>Other</b>		
<p>Must hold current full driving licence and be able to meet the transport needs of the post</p>		

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits