

Senior Health Promotion Officer

Department	Strategic, Policy, Performance and Population	
Section	Public Health	
Reports to	Head of Health Improvement	
JE Ref	SPPP1013	
Grade	CS12	JE Date: 3/12/2021

Job purpose

To have lead responsibility for developing, delivering, monitoring and evaluating government strategy and delivery of health promotion initiatives and programmes producing evidence-informed, expert advice to senior officials and Ministers to ensure the Island's health and wellbeing objectives are met.

Deliver significant strands of health improvement policy and strategy work with direct impact on Jersey's legal frameworks, public services, public finances and spending, and reputation.

Job specific outcomes

Develop and deliver evidence-informed and population needs led health promotion initiatives and programmes that address Ministerial objectives, the Government's strategic aims, and Jersey's international obligations. Under guidance, apply a structured and engaged process – including practice research, evidence-informed analysis, and public and stakeholder consultation – to ensure that the resulting health promotion programmes and services are robust and future-orientated.

Ensure that evidenced based health promotion is taken forward into preventative practice taking responsibility for leading and coordinating effective knowledge and skill development through training programmes and effective and engaged partnerships targeting health need, meeting quality standards and promoting practice innovation to address health inequality and improving population health outcomes.

To lead the development, coordination, monitoring and evaluation of public facing health promotion campaigns and programmes to both universal and targeted populations. Working with key stakeholders to ensure programmes are underpinned by evidence, applying social marketing and behavioural science knowledge and understanding in order that campaign resources and related behaviour change programmes are based on relevant behavioural insights and work effectively to support improved health outcomes and address health inequality.

Monitor strategy and delivery plans during implementation, gathering insight through health intelligence and needs assessment to enable continuous improvement. Contribute to long-term planning and foresight projects, to ensure health promotion is a key requirement in strategy formation. Build strong relationships and networks by representing the Island in inter-jurisdictional activities, when requested.

Act as a focal point and health promotion expert and principle source of specialist advice and authority on health promotion in Jersey across departments, services, agencies and to Ministers. Draft press releases, develop key messages, and develop and deliver communications plans and

strategies. On occasion, represent the government at meetings and in the media. Produce timely and accurate responses to complainants, comments and questions, altogether enhancing the transparency of health promotion implementation plans and services.

Lead health promotion teams and partnerships to deliver work in a timely, effective manner to quality standards and to test the feasibility of strategy options, and plan implementation through to delivery. Lead and supervise projects and tasks, forecast and monitor health promotion budgets, prepare business cases and/or coordinate the commissioning and management of health promotion services, consultants and contracts, where requested.

Invest in the personal and career development of staff, undertake appraisals, management of sickness absence, disciplinary matters, recruitment and selection. Act as a role model at all times. Work collaboratively as part of Team Jersey representing the Public Health Directorate on all health promotion matters in order to deliver a learning culture focused upon improvement and high performance.

Statutory responsibilities

Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

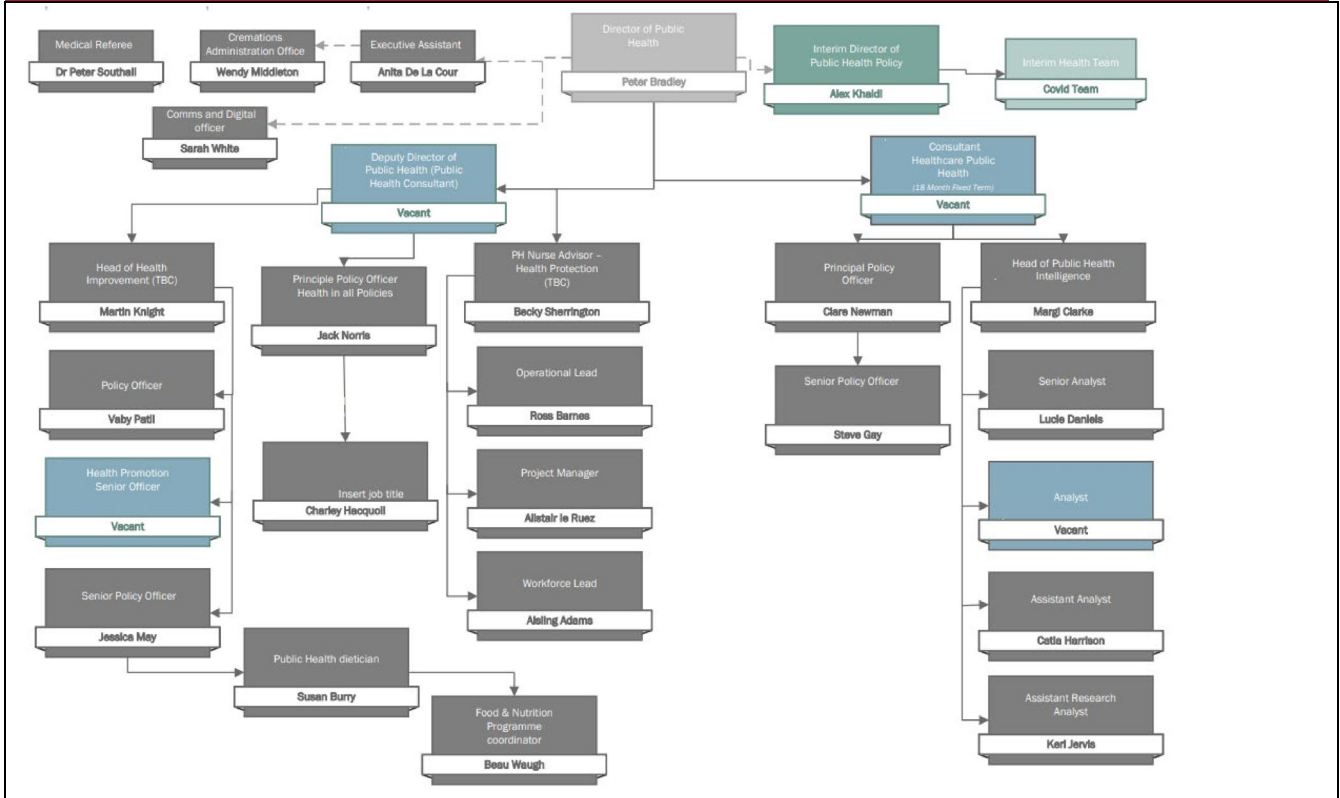
This role is politically restricted. The jobholder is not permitted to undertake political activity involving standing for election to the States or as a Parish Constable, or publicly supporting someone who is standing for election or playing a public part in any political manner.

Organisational structure

One Government Departments



Organisation chart



Person Specification

Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p>Qualifications <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>A relevant degree in a health related science</p> <p>A post graduate qualification in public health or relevant professional qualification or higher degree (as above) or equivalent experience.</p> <p>To be registered or working towards registration on the United Kingdom Voluntary Register.</p> <p>A recognised management qualification or equivalent experience gained during a management role.</p>	<p>Project management qualification.</p> <p>Media training.</p>
<p>Knowledge <i>This relates to the level and breadth of practical knowledge required to do the job (e.g. the understanding of a defined system, practice, method or procedure).</i></p>	<p>A sound knowledge of legislation, policy and delivery across health promotion, behaviour change and public health approaches. An awareness of current developments in these areas worldwide but in particular developments in the UK and EU.</p> <p>Understanding of the challenges that face Jersey for the future (alongside the policy and governance requirements across the public, private and voluntary sectors).</p> <p>Expertise in influencing, negotiating and leading change and strategic and political stakeholder relationship management. This will include a sound understanding and awareness of the strategic, legislative and political frameworks of the Government of Jersey and ability to operate within them.</p> <p>Awareness of ways to work effectively with a diverse range of stakeholders, including through co-production.</p>	<p>Working knowledge of corporate policies such as Data Protection, Freedom of Information, Financial Directions</p> <p>Knowledge of subject-relevant law (including regulations, directives) and international agreements.</p>
<p>Technical / Work-based Skills <i>This relates to the skills specific to the job, e.g. language fluency, vehicle license etc.</i></p>	<p>Developed policy and strategic reasoning skills with evidence of working at pace in a complex multi-stakeholder environment to effect policy/plan development.</p> <p>Collate, analyse, synthesise and interpret evidence regarding health promotion and</p>	<p>Understanding of a range of policy production techniques.</p>

	<p>public health interventions, in order to identify, advise, recommend and prepare briefings on best-practice policy solutions and options. To include evidence-based evaluation of interventions and related outcomes to provide and present proposals and recommendations for change.</p> <p>Good understanding of the political process and ability to influence and work effectively with politicians.</p> <p>Good presentation and communication skills to communicate complex, sensitive or contentious information.</p> <p>Excellent writing skills; ability to create documents, communications materials and supporting government publications which explain complex issues clearly and simply.</p>	
<p>General Skills/Attributes <i>This relates to more general characteristics required to do the job effectively, e.g. effective written communication skills, ability to delegate, motivation or commitment etc.</i></p>	<p>Credible with a diverse range of stakeholders.</p> <p>Resilient, maintaining effectiveness under pressure.</p> <p>Ability to work independently and autonomously.</p> <p>Well organised; able to deal with multiple competing priorities and a high workload.</p>	
<p>Experience <i>This is the proven record of experience and achievement in a field, profession or specialism. This could include a minimum period of experience in a defined area of work if required by an external body (for example a period of post-qualification experience).</i></p>	<p>Significant programme and strategy development and delivery experience.</p> <p>Good middle management level experience.</p> <p>Experience of successfully designing and leading health promotion programmes , delivery and/or large-scale planning, leading engagement with a range of stakeholders.</p> <p>Some experience of working with politicians in local/national government.</p>	

Personal Attributes

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the States of Jersey tier 4 core accountabilities attributes and behaviour indicators.