

Health Promotion Officer

Department	Strategic, Policy, Performance and Population
Section	Public Health
Reports to	Senior Health Promotion Officer
JE Ref	SPPP1035

Grade CS10

JE Date: 07/07/2022

Job purpose

Responsible for planning, developing, implementing and evaluating prevention and health promotion interventions, activities, materials and resources to supporting both targeted and universal behaviour change to reduce preventable disease and death at population level. A key team member with a public health focus with direct impact on, public services, public finances and spending, and reputation.

Job specific outcomes

Develop elements of evidence-informed and population needs led health promotion activity in support of public health policy, strategy and delivery plans that address Ministerial objectives, the Government's strategic aims, and Jersey's international obligations. Under guidance, apply a structured and engaged process – including health promotion research, evidence-informed analysis, and public and stakeholder consultation and engagement – to ensure that the resulting interventions are robust and future orientated.

Robustly consider and plan health promotion campaigns, programmes and workforce training, working closely with relevant senior team(s) to ascertain priorities so that resources can be focused effectively. Manage projects to achieve time and quality standards. Undertake research, including the use of public consultations and external experts; undertake data gathering and analysis, develop research briefs, apply 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.

To lead on facilitating, supporting advising groups and organisations in Jersey to deliver health promotion and health awareness activities and programmes that contribute towards reducing unhealthy behaviours e.g. poor diet, physical inactivity, smoking and harmful and hazardous alcohol use.

Monitor interventions and delivery plans, gathering insight through health intelligence and needs assessment to enable continuous improvement. Undertake elements of long-term planning and foresight projects, producing briefings and advice for senior management in order to enable informed public health policy and strategy formation, and to achieve consistency with legal and international obligations and best practice.

To lead on the publicity and marketing of preventative services, health promotion campaigns and awareness raising throughout the population. Draft press releases, develop key messages, and develop and deliver communications plans and strategies. Produce responses to complainants,

comments and questions from interested parties, pressure groups, professional bodies and members of the public. These activities will improve the transparency of the policy process.

Act as a role model at all times. Lead on tasks where requested. Work collaboratively as part of Team Jersey on all public health matters, contributing to a learning culture focused upon improvement and high performance.

Statutory responsibilities

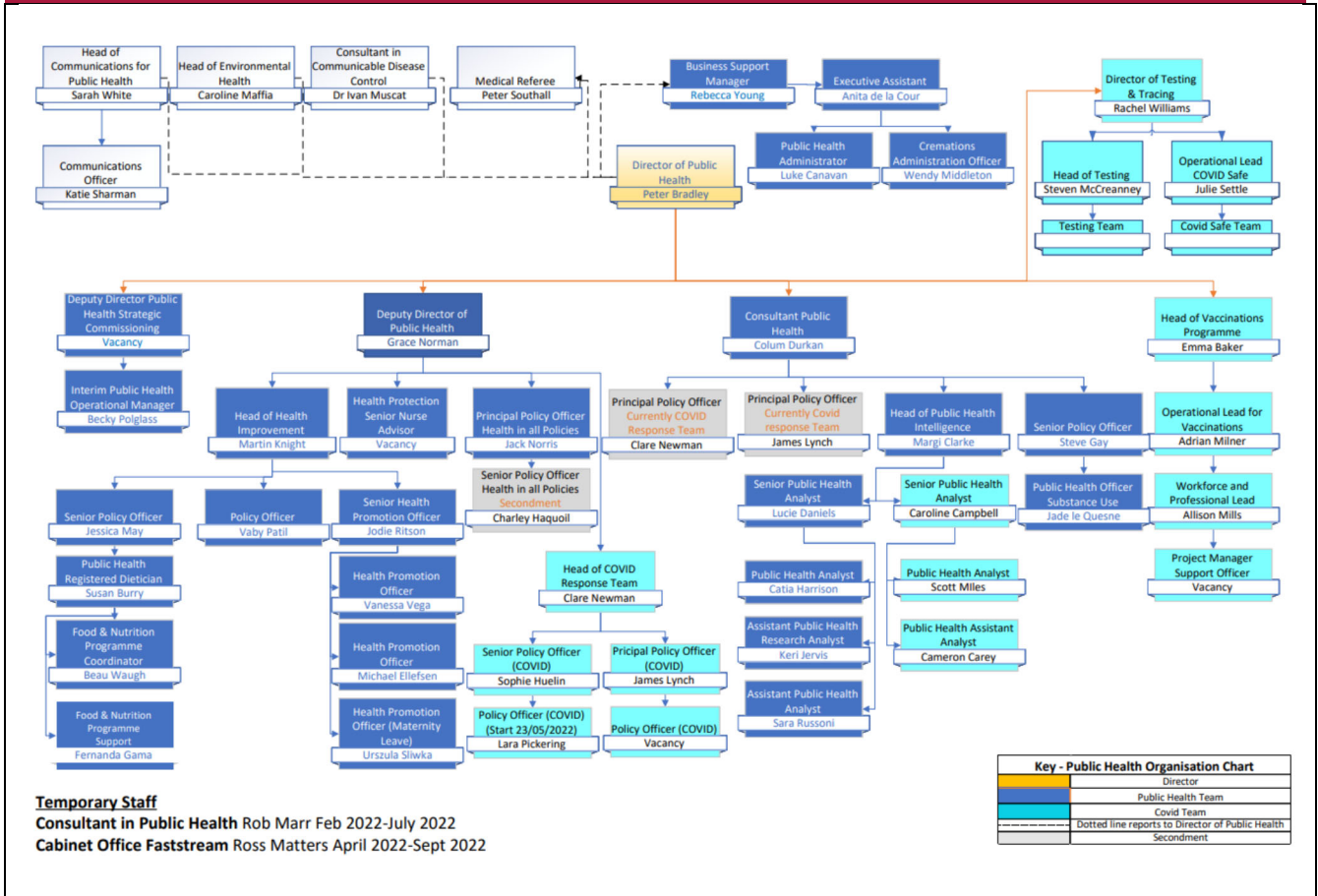
Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

Organisational structure

One Government Departments



Organisation chart



Person Specification

Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
Qualifications	A relevant degree or equivalent experience in health / behavioural sciences or public health.	Degree module / Certification in a public health related knowledge and competency. Project management qualification.
Knowledge	<p>Awareness of health promotion strategy and policy and context in public health . An awareness of current developments in these areas worldwide, but in particular developments in the UK and EU.</p> <p>Awareness of the challenges that face Jersey for the future as well as broader economic, social and environmental issues and the interaction between different policy areas.</p> <p>Appreciation of the legislative, strategic and political frameworks of the Government of Jersey and an ability to operate within them</p>	<p>Working knowledge of corporate policies such as Data Protection, Freedom of Information, Financial Directions</p> <p>Knowledge of alcohol and drug prevention, treatment and policy.</p>
Technical / Work-based Skills	<p>Good reasoning skills with evidence of working at pace in a complex multi-stakeholder environment. Political awareness, understanding of the political process. Analytical reasoning applied to interpretation of evidence and research based knowledge.</p> <p>Collate analyse, synthesise and interpret evidence, population health data and insight from strategic needs assessment in order to identify best practice solutions and options. To include working knowledge and application of robust evaluation methodology.</p>	Understanding of a range of policy production techniques.
General Skills/Attributes	IT skills, particularly with Microsoft Office applications. Organised; able to deal with multiple competing priorities and a high workload. Confidence to initiate actions and fully participate in decision making. Ability to work	

	independently with minimal supervision. Good oral and written presentation skills. Personal resilience to deal with challenging situations.	
Experience	<p>Experience of undertaking research.</p> <p>Experience of successfully, leading managing and delivering complex areas of health promotion interventions, campaigns and strategy and/or planning, managing engagement with a range of stakeholders.</p> <p>Experience of working effectively in a team. Experience of analysis or policy/strategy work.</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 5 core accountabilities attributes and behaviour indicators.