

# Job Description

Job title	Senior Project Officer (Tobacco Control)
Directorate	Children and Adults
Division	Public Health
Range	MPR 5
Reports to	Programme Manager (Tobacco Control & Healthy Families)

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## Main purpose of the job:

Support the implementation of the Tobacco and Vapes Bill by developing, delivering, and evaluating public health initiatives aimed at creating a smoke-free generation with a focus on reducing tobacco-related harm, preventing youth vaping, and promoting smoke-free environments across Medway and the Southeast. Work collaboratively with stakeholders such as Trading Standards, HMRC, Kent Police, Medway NHS Foundation Trust, and community providers to tackle illicit tobacco, underage sales, and to co-create educational resources for young people. The approach is holistic and person-centered, addressing tobacco dependence among associated partners.

Lead the development and delivery of formal presentations and training for both clinical and non-clinical teams, including the Medway Tobacco Control Alliance, regional networks, GPs, and local authority bodies. Represent the Council at various local, regional, and national meetings and steering groups, both in-person and virtually, to ensure alignment with broader tobacco control strategies and facilitate the sharing of best practices across different sectors and regions.

To work in the context of Medway’s ‘Joint Local Health & Wellbeing Strategy’ and the [Public Health Outcomes Framework](#) to reduce health inequalities.

Liaise with stakeholders in a way that promotes the [One Medway Council Plan](#) and embeds our [values and behaviours](#).

## Accountabilities and outcomes:

Operate within professional and ethical boundaries to advocate for population health, reduce health inequalities, and support behaviour change, including smoking and vaping cessation.

Provide leadership in achieving performance targets, ensuring the systematic recording, monitoring, and quarterly evaluation of outcomes to drive continuous improvement in service delivery.

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Work with Trading Standards, HMRC, Kent Police, and other partners to address illicit tobacco and vape sales, including educational outreach to communities and retailers. This will include supporting with educational visits within the community and for retailers.

Lead the coordination and delivery of promotional events, working in partnership with Medway Council's Communications team to enhance public awareness through effective use of social media and targeted public advertising campaigns.

Support the implementation of Medway's action plan to reduce youth vaping and promote smokefree environments in line with the objectives of the Tobacco and Vapes Bill. This may include supporting service users where necessary with behaviour change, including quitting smoking and/or vaping in face-to-face community sessions or via phone support.

Work with system partners and community assets to meet national and local targets, managing projects within defined resources, budgets, and timelines.

Manage and motivate staff performance as needed, ensuring adherence to professional standards and mandatory training, to support personal development goals and to aid staff in fulfilling their potential.

Advocate for equality, diversity, and public health principles, operate within democratic processes, and maintain personal development and professional integrity.

At manager's discretion, other activities may be assigned that fit the job description.

### Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

As a corporate parent, all council employees are responsible for ensuring the well-being and positive outcomes of Medway's care-experienced children and young people.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Progression Framework.

Work in accordance with the Equality Act 2010 and the Public Sector Equality Duty to eliminate unlawful discrimination, harassment and victimisation. Promoting equality of opportunity, fostering good relations and improving the quality of life and opportunities for everyone living and working in Medway.

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

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Medway Council is a Category One responder in relation to the Civil Contingencies Act (2004) and as a result all staff working for the Authority may be asked to carry out Category One response duties or stand in the role of another member of staff who is responding to a Major Civil Incident.

### Organisation:

This role reports to the Programme Manager (Tobacco Control and Healthy Families)

The post holder will have line management responsibility.

The post holder will need to liaise with all stakeholders both internal and external to the organisation.

### Working Style:

HYBRID - a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially or mainly from home on a temporary or permanent basis.

### Person specification

All criteria at level A should be considered essential requirements.

#### Qualifications

##### Level A

- Minimum of 5 GCSE's (grades 4-9) including English & Maths or equivalent

##### Level B (in addition to level A criteria)

- Evidence of ongoing CPD

##### Level C (in addition to levels A and B)

#### Knowledge

##### Level A

- A good understanding of the technical/specialist or service specific practices and procedures required for the role, including performance monitoring cost and budget management and project evaluation.
- An understanding of designing and managing projects to improve health and reduce inequalities.
- An understanding of the organisation's priorities.
- An understanding of contractor relationship management.
- Understanding of policies and strategies and how to apply to day to day role.
- Knowledge of line management principles and processes.

##### Level B (in addition to level A criteria)

- An understanding of the organisation's priorities and how this role contributes to the priorities.
- An understanding of how to leverage stakeholder organisational priorities, policies and strategies to leverage mutually beneficial outcomes.
- A solid understanding of how to promote population and community HWB addressing the wider determinants of health and health inequalities.

##### Level C (in addition to levels A and B)

- Knowledge of the full range of procedures, policies, and concepts involved in the role.
- A developed understanding of measuring and monitoring population health and wellbeing, health needs, risks, inequalities, and use of services.
- Developed knowledge of working with and through policies and strategies to improve health outcomes.
- Knows how to work autonomously to seek out new partnerships and gain agreement for joint, mutually beneficially projects.
- Knows how to engage, direct, and motivate a team.

#### Experience

##### Level A

- Demonstrable experience of working in a public health setting.
- Demonstrable experience of using data and intelligence to inform decision making and find creative solutions.
- Experience of analysis and report writing to a standard appropriate for management.
- Experience of developing and implementing clear and well thought out plans, taking into account risks, resources, and stakeholder expectations.)
- Experience of influencing and coordinating other organisations and agencies to increase their engagement with health and wellbeing, ill health prevention and health inequalities.

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- Experience in connecting communities, groups, and individuals to local resources and services that support their health and wellbeing.
- Experience of developing and delivering education, training, and group facilitation
- Proven track record of meeting challenging targets.
- Experience of contractor relationship management.
- Experience of dealing with difficult issues that may arise from time to time with external contractors, staff and/or service users in a calm and constructive way.
- Experience of appraising new technologies, therapies, procedures and interventions and the implications for developing cost-effective equitable services.
- Experience of quality assuring and auditing services and interventions to control risks and improve their quality and effectiveness.
- Experience of adapting to change, managing uncertainty, solving problems, aligning clear goals with lines of accountability in complex and unpredictable environments.
- Demonstrable experience of supervising others, with the ability to provide direction, empower people to achieve objectives, and be accountable for team members' actions.

### Level B (in addition to level A criteria)

- Experience of evaluating partnerships and addressing barriers to successful collaboration.
- Experience of collaborating to create new solutions to complex problems by promoting innovation and the sharing of ideas, practices, resources, leadership and learning.
- Experienced in developing plans for the medium term (several months up to a year), to ensure that work is completed to the standard and timescale required.
- Experience of report writing to a standard that is appropriate for representing the council at external system partner forums.

### Level C (in addition to levels A and B)

- Experience of conducting formal project evaluations and/or research projects.
- Extensive experience of taking initiative in situations, able to identify own development needs and able to coach and work with others to share best practice and new knowledge.
- Experience of presenting findings/ updates/ developments to a wide audience, including senior management internal and external stakeholders, system partners.
- Demonstrable experience of team leadership

## Skills

### Level A

- Proficient in the use of Microsoft Word, Excel, PowerPoint, Teams and Outlook.
- Full driving licence valid for use in the UK or ability to travel to relevant destination on time.
- Can promote ethical practice with an understanding of the ethical dilemmas that might be faced when promoting population health and reducing health inequalities.
- Collate and analyse data to produce intelligence that informs decision making, planning, implementation, performance monitoring and evaluation.
- Able to manage projects, assessing and taking account of known risks, able to adapt to changes and problems along the way.
- Excellent communication, negotiation, consultation and influencing skills tailored to meet the needs of a wide range of audiences and stakeholders.
- Initiate and/or support action to create environments that facilitate and enable health and wellbeing for individuals, groups, and communities.
- Can facilitate change (behavioural and/or cultural), in organisations, communities, and/or individuals.
- Develop and/or implement standards, protocols, and procedures, incorporating national 'best practice' guidance into local delivery systems.

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- Work with communications team to manage public perception and convey key messages using a range of media processes.
- Able to occasionally assemble and move heavy or awkward objects such as display boards, leaflets, and other resources, with assistance as needed.
- Able to provide constructive feedback on team and individual performance, recognising and celebrating success, challenging poor performance and conduct issues appropriately and encouraging staff to put forward ideas of how work should be done and acting on those ideas whenever possible. >

### Level B (in addition to level A criteria)

- Respond constructively to political and other tensions while encouraging a focus on the interests of the public's health.
- Engage stakeholders (including service users), in service design and development, to deliver accessible and equitable person-centred services.
- Confidently provides good quality advice and guidance based on specialist/technical knowledge.
- Able to communicate sometimes complex information and concepts (including health outcomes, inequalities and life expectancy) to a diversity of audiences using different methods.
- Seek independent assurance throughout programme/project planning and processes within organisational governance frameworks.

### Level C (in addition to levels A and B)

- Able to monitor and report on the progress and outcomes of strategy and policy implementation, making recommendations for improvement.
- Can critique published and unpublished research, synthesise the evidence and draw appropriate conclusions.
- Able to design and conduct public health research based on current best practice and involving practitioners and the public.
- Can apply research techniques and principles to the evaluation of local services and interventions to establish local evidence of effectiveness.
- Work to understand, and help others to understand, political and democratic processes that can be used to support health and wellbeing and reduce inequalities.
- Develops high performing, motivated teams, encouraging the development of skills, experience, and ambition of others at all levels to enhance flexibility of services.