

MEDWAY COUNCIL - JOB PROFILE

Job Description

Job Title	Physical Activity Project Officer – Falls Prevention
Directorate	PEOPLE: Children and Adults
Division	Public Health
Range	MPR 4
Reports to	Senior Physical Activity Project Officer – Falls Prevention

Main purpose of job

To support the delivery of the Medway FaME Programme by working as part of a specialist professional team to provide a safe, inclusive, and high-quality service that promotes the welfare, wellbeing, and independence of adults at risk of falling.

The post holder will provide line management to a small team of Physical Activity Specialists, overseeing day-to-day delivery, organising work schedules, venues, education sessions, and service recruitment. The role requires close partnership working to promote the service, deliver talks and updates, and champion a whole-systems approach aligned with the One Medway Council Plan.

The post holder will contribute to the delivery of falls prevention physical activity sessions and education programmes, support continuous service improvement, and ensure the accurate collection and management of data for monitoring and evaluation purposes.

Key Responsibilities

Service Delivery

- **Oversee and support the Physical Activity Specialists in delivering safe, effective, and evidence-based falls prevention physical activity sessions and education programmes in community settings.**

- Lead the team in delivering structured group activities for adults at increased risk of falling and/or living with long-term health conditions.
- Maintain a safe, supportive, and welcoming environment that promotes confidence, independence, and wellbeing.

Line Management and Operational Management

- Provide day-to-day line management for Physical Activity Specialists, including supervision, work planning, and performance support.
- Ensure staff follow agreed policies, procedures, and service protocols to support safe, consistent, and effective service delivery.
- Coordinate staff rotas, venues, and session schedules to ensure smooth operational delivery of the Medway FaME Programme.
- Support induction, training, and adherence to quality, safeguarding, and health and safety standards.
- Contribute to continuous improvement by identifying operational issues and implementing agreed solutions in line with service objectives.

Assessment and Risk Management

- Organise and undertake pre- and post-intervention assessments to determine suitability and risk stratification.
- Identify, manage, and escalate risks appropriately during service delivery.
- Promote inclusive practice and safe participation at all times in all settings.

Education and Behaviour Change

- Work with the Senior Project Officer to develop a syllabus of age-appropriate physical activity education sessions, increasing awareness of the importance of strength, balance, and regular activity in reducing falls risk.
- Support service users to engage safely and progressively with physical activity.

Programme Development and Support

- Assist Senior Project Officer in developing alternative and innovative approaches to support independent physical activity, including digital and self-directed options at home and in the community.
- Support delivery models that are evidence-based and outcome-focused and encourage team to learn from best practice.

Data, Monitoring, and Administration

- Collect, record, and maintain accurate monitoring and outcome data to support evaluation and reporting.

- Administer and maintain manual and electronic records on PHAIR (Public Health database), ensuring information is accurate, accessible, and compliant with information governance and data protection requirements.

Partnership and Engagement

- Build and maintain effective working relationships with internal teams, external providers, Primary and Secondary care, and community partners.
- Promote the Medway FaME Programme, Medway Council values, and the One Medway Council Plan through collaborative working.

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

The role will involve liaising with stakeholders in a way that promotes the [vision and values](#) of the Council.

Accountabilities and Outcomes

Contribute to the development, delivery, and evaluation of FaME to improve physical activity levels and well-being in Medway. Support the achievement of local and national targets relating to Falls by improving strength, balance and confidence and reducing health inequalities across Medway.

Build alliances and partnerships to plan, implement, and/or monitor projects that can be time limited and that share goals and priorities to enhance service awareness, availability, access, and uptake and also ensure compliance with statutory legislation and practice requirements, including mandatory training.

Deliver formal presentations and training to a range of clinical and non-clinical teams, i.e., GPs, Local Authority meetings, Senior Manager meetings, and to other key stakeholders, working within professional and ethical boundaries while promoting population health and wellbeing and addressing health inequalities.

Apply the principles of social marketing, and/or behavioural science, to reach specific groups and communities who are at risk of falls with enabling information and ideas, raising awareness of 'A Better Medway Lifestyle Services' and advocating public health principles and action to protect and improve health and wellbeing.

Demonstrate a commitment to equality and diversity, identifying service strategies to deliver equitable and fair services for users and employees, challenging discriminatory practices and actively managing and promoting diversity. This will also include adherence to professional codes of conduct, occupational membership codes, employer behaviour frameworks and practice standards.

Act with integrity, consistency and purpose, and take responsibility for own personal development, ensuring that service specific knowledge and understanding is maintained and developed in order to support the delivery of excellent project management across the team.

At the discretion of the line manager, such other activities as may from time to time be agreed consistent with the nature of the job described above.

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.

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

To actively promote the Council's Fair Access, Diversity and Inclusion Policy and observe the standard of conduct which prevents discrimination taking place.

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.

Organisation

This role reports to the Senior Physical Activity Officer – Falls Prevention.

The post holder will be required to line manage a small team of Physical Activity Specialists. They may also be required to direct, coordinate or train other employees.

The post holder will be required 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.

This post requires travel to different locations in a timely manner and the need to work some evenings and weekends, so a full driving license and access to a vehicle is essential.

Person Specification

All criteria at Level A are considered essential unless stated otherwise.

Qualifications

Level A

- Minimum of 5 GCSE's (grades 4-9) including English & Maths or equivalent
- Educated to degree level or equivalent and relevant industry experience.
- Minimum level 3 health and fitness industry qualification or working towards.

Level B (in addition)

- Evidence of continued professional development.
- L3 Exercise Referral qualification recognised by CIMSPA or working towards.
- Older adult specific exercise qualifications such as Otago or equivalent.

Level C (in addition)

- Evidence of continued professional development.
- Additional Level 4 older adult specific qualification.
- Project Management qualification.

Knowledge

Level A

- Knowledge of falls prevention principles and risk factors affecting adults, particularly older adults and adults at risk of falling
- Understanding of physical activity interventions that promote strength, balance, independence, and wellbeing and their impact on cost savings to the NHS nationally and locally.
- Knowledge of safeguarding, welfare, and inclusive practice when working with vulnerable adults

- Awareness of line management and workforce coordination, including supervision, workload planning, and performance oversight
- Understanding of service delivery within public health or community-based programmes
- Knowledge of partnership working across health, social care, voluntary, and local authority services
- Familiarity with a whole-systems approach to health improvement and prevention (e.g. integrated, place-based working)
- Awareness of local government priorities and strategic frameworks, such as population health, prevention, and wellbeing initiatives (e.g. One Medway Council Plan)
- Knowledge of service promotion and engagement, including delivering talks, education sessions, and stakeholder updates
- Understanding of monitoring, evaluation, and data collection, including using data to support service improvement and outcomes reporting.
- Displays the knowledge to interpret technical, procedural or specialist information, and compose correspondence and reports.
- An understanding of designing and managing projects to improve health and reduce inequalities.
- Demonstrate an understanding of the organisation's priorities.

Level B (in addition)

- Shows a good understanding of the technical/specialist or service specific practices and procedures required for the role, including performance monitoring and evaluation.
- Demonstrate an understanding of the organisation's priorities and how this role contributes to the priorities.
- Confidently provides good quality advice and guidance based on specialist/technical knowledge.
- An understanding of how to promote population and community HWB addressing the wider determinants of health and health inequalities.

Level C (in addition)

- Demonstrates 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.
- A solid understanding of how to promote population and community HWB addressing the wider determinants of health and health inequalities.
- Developed knowledge of working with and through policies and strategies to improve health outcomes.

Experience

Level A

- Experience of working with clients living with long-term health conditions, particularly older adults with complex medical conditions (especially falls related).
- Experience of developing and delivering group exercise classes, designing home programmes and undertaking one-to-one assessments with individual clients.
- Experience of developing and delivering evidence-based physical activity and health education sessions to groups.
- Direct Line management experience required, with the ability to provide direction, empower people to achieve objectives, and be accountable for team members' actions.
- Experience project management and working with partners and community physical activity providers.
- Demonstrable experience of working in a health, care, or customer focused setting.
- Experience of inter-agency working with broad range of statutory and non-statutory organisations.
- Demonstrable experience of using data and intelligence to inform decision making and find creative solutions.
- Experience of developing and implementing clear and well thought out plans, taking into account risks, resources, and stakeholder expectations.
- Recent and proven experience in Design / development and implementation of successful community projects.
- Experience in connecting communities, groups, and individuals to local resources and services that support their health and wellbeing.
- Offers solutions for improvements to working practices and identifies where more efficient working could make savings.
- Proven track record of meeting challenging targets.
- 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.

Level B (in addition)

- Experience of building alliances and partnerships to plan and implement programmes and services that share goals and priorities.
- Experience of evaluating partnerships and addressing barriers to successful collaboration.
- Experience of building and maintaining working with key stakeholders, community partners and groups. Communicating effectively and appropriately to ensure successful partnership/ multi-agency working

Level C (in addition)

- 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.

Skills

Level A

- Proficient in the use of Microsoft Word, Excel, PowerPoint and Outlook.
- Full driving licence valid for use in the UK or ability to reach relevant destination on time.
- Promote ethical practice with an understanding of the ethical dilemmas that might be faced when promoting population health and reducing health inequalities.
- Ability to design and implement evidence-based, safe and effective physical activity programmes to align with national guidance, drawing upon evidence from essential industry qualifications (FaME and NICE).
- Ability to work with the system in Medway to provide exit opportunities for those participating in the FaME service.
- Interpret and present data and information.
- Manage data and information in compliance with policy and protocol.
- Ability to communicate with others to improve health outcomes and reduce health inequalities.
- Able to manage projects, assessing and taking account of known risks, able to adapt to changes and problems along the way.
- Ability to carry out risk assessments and quality control for service delivery.
- Manage public perception and convey key messages using a range of media processes.
- Initiate and/or support action to create environments that facilitate and enable health and wellbeing for individuals, groups, and communities.
- The postholder should be able to occasionally assemble and move heavy or awkward objects such as display boards, leaflets, and other resources, with assistance as needed.

Level B (in addition)

- Develop and/or implement standards, protocols, and procedures, incorporating national 'best practice' guidance into local delivery systems.
- Show competence in using council wide systems (EG Phair / Service Desk)
- Collate and analyse data to produce intelligence that informs decision making, planning, implementation, performance monitoring and evaluation.
- Ability to audit evaluate and re design services to improve health outcomes and reduce health inequalities.
- Communicate sometimes complex information and concepts (including health outcomes, inequalities and life expectancy) to a diversity of audiences using different methods.

- Excellent communication, negotiation, consultation and influencing skills tailored to meet the needs of a wide range of audiences and stakeholders.

Level C (in addition)

- Access and appraise evidence gained through systematic methods and through engagement with the wider research community.
- Design and conduct public health research based on current best practice and involving practitioners and the public.
- Engage stakeholders (including service users), in service design and development, to deliver accessible and equitable person-centred services.
- Consult and listen to individuals, groups, and communities likely to be affected by planned intervention or change.
- Influence and strengthen community action by empowering communities through evidence-based approaches
- Develops high performing, motivated teams, encouraging the development of skills, experience, and ambition of others at all levels to enhance flexibility of services.