

MEDWAY COUNCIL - JOB PROFILE

Job Description

Job Title	CYP Physical Activity Project Officer
Directorate	PEOPLE: Children and Adults
Division	Public Health
Range	MPR 4
Reports to	Community Physical Activity Officer

Main purpose of job

Design, deliver and implement projects which remove barriers and increase inclusive and accessible physical activity opportunities for Children and Young people in Medway. Support, monitor and review a range of projects providing expertise, advice and assistance as required to ensure effective project implementation in line with budgets and timescales.

To work in collaboration with key internal and external partners and stakeholders in Medway including relevant Medway Council Directorate teams, educational settings, Primary and secondary care, early years settings, Family Hubs, local physical activity providers and regional Active Partnership led by Active Kent and Medway, contributing to regional strategic and operational direction.

To work in the context of Medway's 'Joint Local Health & Wellbeing Strategy' and the [Public Health Outcomes Framework](#) by working in partnership with Medway's diverse communities and targeting areas of deprivation 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 evidence-based projects to improve physical activity levels and well-being in Medway and support the achievement of local and national targets relating to Physical Activity and reduce health inequalities.

To contribute to the growth and development of our Medway Physical Activity Alliance, which forms part of the Medway's Whole Systems Obesity approach, by planning, implementing, and/or monitoring 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 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.

Be responsible for the development, education and training of stakeholders, apprentices and community members to ensure that all involved parties are continuously learning and adapting to changes in technology, policy, and best practices.

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.

The post holder will also be required to direct, mentor, coordinate or train other employees and line manage apprentices.

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.

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

Level B (in addition)

- Evidence of continued professional development.

Level C (in addition)

Knowledge

Level A

- Knowledge of how 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.
- An understanding of the organisation's priorities in preventing health inequalities within children & young people.
- Understanding of best practice in supporting employee development and growth.

Level B (in addition)

- A good understanding of the technical/specialist or service specific practices and procedures required for the role, including performance monitoring and evaluation.
- An understanding of the organisation's priorities to improve physical activity levels within Medway's children and young people and preventing poor health outcomes.
- An understanding of how to promote population and community HWB addressing the wider determinants of health and health inequalities.
- Knowledge of how to design engaging, effective training or learning & development programmes and familiarity with learning styles and how to adapt training accordingly

Level C (in addition)

- Demonstrates knowledge of the local and National guidance's for Physical Activity which shapes best practices to improve health outcomes.
- 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.
- Good knowledge of how to measure learning outcomes and training effectiveness.

Experience

Level A

- 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.
- Experience in connecting communities, groups, and individuals to local resources and services that support their health and wellbeing.
- Experienced in offering 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.
- Demonstrable experience in supervising, coordinating, and aligning the efforts of staff and key stakeholders to ensure the effective delivery of objectives and operational excellence.
- Experienced in designing and delivering training sessions and programmes with the ability to complete thorough research and fact checking.

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.
- Extensive, proven expertise in designing and delivering high-impact training programmes, with a strong track record of educating, mentoring, and guiding stakeholders and apprentices to achieve measurable development outcomes.
- Experience of working with and through policies and strategies to improve health outcomes.

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 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 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.
- 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.
- Able to identify development needs and mentor effectively.

Level B (in addition)

- Develop and/or implement standards, protocols, and procedures, incorporating national 'best practice' guidance into local delivery systems.
- 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 negotiation, consultation and influencing skills tailored to meet the needs of a wide range of audiences and stakeholders.
- Can confidently provides good quality advice and guidance based on specialist/technical knowledge.
- Able to collaborate effectively, resolve disputes and maintain morale.

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.
- Able to set clear expectations, lead by example and foster a highly collaborative approach.