

MEDWAY COUNCIL - JOB PROFILE

Job Description

Job Title	Tobacco Dependency and Mental Health Practitioner
Directorate	PEOPLE: Children and Adults
Division	Public Health
Range	MPR 4
Reports to Health)	Senior Project Officer (Tobacco Control and Mental Health)

Main purpose of job

Support the Senior Project Officer to achieve the Governments ambition to double the number of quit attempts made through stop smoking services over the next 3 years and to work in the context of Medway's 'Joint Local Health & Wellbeing Strategy' and the [Public Health Outcomes Framework](#) to reduce health inequalities. Funding will be allocated to this programme annually and subject to external review and sign off.

Work in partnership with a range of mental health care settings in Medway including primary care, social care and a range of community providers, to de-normalise smoking within mental health settings, adopting a holistic, person-centred approach towards addressing tobacco dependence amongst both service users and staff.

Provide education and Very Brief Advice (VBA) and, where appropriate, Level 2 training in line with up-to-date guidance and recommendations, to health professionals whose influence can reduce smoking prevalence in those with mental illness.

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

Accountabilities and Outcomes

Deliver tailored smoking cessation support to those living with mental ill health, as well as upskilling staff in mental health settings to be able to refer those who smoke to quit by providing brief advice training. This may include providing support on a 1-1 basis, in

groups, over the phone or virtually and there may be occasions where it is delivered in the home of the client.

Support the Senior Project Officer with the co-creation and delivery of formal presentations and training modules to a range of clinical and non-clinical teams, i.e., Supported housing, care home providers, KMMH, 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. This will include supporting with insights gathering from community members, health professionals, service users and other stakeholders to inform service design and delivery.

Work in the context of Medway's 'Joint Local Health & Wellbeing Strategy' to improve health and wellbeing and reduce health inequalities, and focus on the delivery of outcomes in the [Public Health Outcomes Framework](#), ensuring adherence to professional codes of conduct, occupational membership codes, employer behaviour frameworks and practice standards. This will also include operating within the decision making, administrative and reporting processes that support political and democratic systems.

Contribute to service development and implementation, including the delivery of Very Brief Advice (VBA) sessions, delivering presentations at team meetings and ensuring compliance with statutory legislation and practice requirements, including mandatory training.

Help individuals to gain and apply the knowledge, skills, and confidence that enable them to be active participants in their own care, thus reaching their self-identified health and wellbeing goals and work towards becoming smokefree.

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.

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.

Support with the coordination and attendance at promotional events across Medway, for example the Armed Forces Day event and Medway Mile.

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.

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 Development 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.

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 into the role of another member of staff who is responding to a Major Civil Incident.

Organisation

This role reports to the Senior Project Officer (Tobacco Control and Mental Health).

The post holder will not be required to line manage others but may 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 - The post holder will normally be based at Gun Wharf, although they may be expected to work at other locations across Medway. They may work partially 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 ongoing CPD

Level C (in addition)

Knowledge

Level A

- Knowledge required 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)

- 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 and how this role contributes to the priorities.
- An understanding of how to promote population and community HWB addressing the wider determinants of health and health inequalities.

- **Level C (in addition)**

- 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

- 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.
- 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.

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.
- Demonstrable experience of supervising others, with the ability to provide direction, empower people to achieve objectives, and be accountable for team members' actions.

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.
- Can promote ethical practice with an understanding of the ethical dilemmas that might be faced when promoting population health and reducing health inequalities.
- Able to interpret and present data and information.
- Can 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.
- Work with communications team to manage public perception and convey key messages using a range of media processes.
- Can initiate and/or support action to create environments that facilitate and enable health and wellbeing for individuals, groups, and communities.
- 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)

- Able to develop and/or implement standards, protocols, and procedures, incorporating national 'best practice' guidance into local delivery systems.
- Can 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.
- Confidently provides good quality advice and guidance based on specialist/technical knowledge.
- Can 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)

- Can access and appraise evidence gained through systematic methods and through engagement with the wider research community.
- Able to design and conduct public health research based on current best practice and involving practitioners and the public.
- Can engage stakeholders (including service users), in service design and development, to deliver accessible and equitable person-centred services.

- Able to consult and listen to individuals, groups, and communities likely to be affected by planned intervention or change.
- Can influence and strengthen community action by empowering communities through evidence-based approaches.