

## Position Description

<b>Position:</b>	Health Promotion Specialist
<b>Location:</b>	Dunedin
<b>FTE</b>	1 FTE
<b>Reports To:</b>	Health Promotion Team Leader
<b>Responsible For:</b>	Nil

### Overview

WellSouth Primary Health Network has responsibility for the provision of primary health services to approximately 300,000 enrolled patients in Otago and Southland, and contracts with Southern DHB and a number of other health funders. WellSouth is constituted as a charitable trust with a Board of 10 Trustees.

WellSouth works with health care clinicians, health care providers, Iwi and local communities to:

- Coordinate the delivery of regionally consistent high value primary care health services across Otago and Southland that deliver real benefits to patients and the community through a range of evidence based and clinically proven health programmes.
- Improve access to primary health care for the community.
- Encourage people to take responsibility for their own health.

WellSouth has offices in Alexandra, Invercargill and Dunedin.

### Position Purpose

- To implement, manage and evaluate health promotion programmes in accordance with the Treaty of Waitangi, the Ottawa Charter and the Jakarta Declaration
- To plan, implement, manage and evaluate and/or to participate in other health projects with the view to contributing to health gains for the people of Southern New Zealand.

### Main Objectives

- To provide support, resources and information which enables communities and individuals to develop strategies to improve health in key areas, in accordance with WellSouth's Health Promotion Plans priorities and requirements.
- Focus on developing relationships with Maori, Pacific Island and wider community and increasing their participation in health projects/programmes.
- To contribute to community environments that enable individuals and communities to improve health.

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- While the primary area of focus for this role is implementing the WellSouth Health Promotion Strategic and Work Plan, it may also involve, from time to time, other community based project work or responsibilities as determined by senior management.

### Relationships

**Reports to:** Health Promotion Team Leader

**Internal Relationships:** Practice Support Team  
Mental Health Team  
Team Leaders  
Administrative Team  
Other WellSouth staff

**External Relationships:** Public Health South  
Relevant national, regional and community agencies, groups and organisations  
Primary Health Providers  
Maori Health Organisations  
Pacific Health Organisations

### Treaty of Waitangi

WellSouth is committed to its obligations under the Treaty of Waitangi. As an employee you are required to give effect to the principles of the Treaty of Waitangi - Partnership, Participation and Protection.

### Health and Safety

WellSouth is committed to achieving the highest level of health and safety for its staff. All employees are expected to use their initiative and identify, report and resolve issues that may cause harm to themselves or others in the organization. As an employee of WellSouth, the health and safety of clients and colleagues, as well as your own, are your responsibility. You are expected to work safely at all times, and to actively participate in health and safety programs in your area. It is expected that you will report all accidents or potential hazards to your manager.

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### Key Tasks and Accountabilities

The table below provides an overview of the key responsibilities for this position in the form of deliverables and expected outcomes. The deliverables outlined are included in, but not limited to the role.

<b>KEY TASKS/ACCOUNTABILITIES</b>	<b>PERFORMANCE INDICATORS</b>
Undertakes tasks necessary to ensure the safe, efficient and effective operation of Health Promotion and other projects and activities.	Programmes and project delivery is efficient and effective and is implemented within budgeted, legislative and institutional key performance indicators.
Manage time in accordance with the highest professional standards.	Monthly reports completed on time All deadlines are met.
Work effectively with members of the Health Promotion Team and wider WellSouth. Work effectively with health care clinicians, health providers, Iwi and local communities.	Attendance and participation at team meetings and community networks. Annual Performance Appraisal.
Maintain familiarity with relevant work stream area, population health and health promotion theory and practice.	Evaluation feedback from community or other implementation partners. Projects and programmes are evidence based and draw on up to date and relevant information and research.
Maintain and monitor standards and quality of work	Documentation, reporting and conduct is of a high quality and reflects high standards of work and adherence to relevant procedures/policies.
Establish and maintain effective communication between WellSouth and external agencies and stakeholders	Liaison, co-operation, and communication are effective, leading to the development of formal and informal networks with relevant external agencies and community groups.
Undertake on-going personal and team professional development, including the participation in educational and training programmes (both internal and external)	Evidence of professional development. Personal and professional growth is pursued, encouraged and assisted in others.
Initiate and maintain consultation with appropriate communities about the issues relevant to programmes and projects.	Project plans and evaluations demonstrates strengthened community involvement. Appropriate communities are well informed about the direction of our priority areas.
Fully involve communities in planning, delivery and evaluation of projects	Documentation shows involvement of community in programme planning, delivery and evaluation.
Gain in knowledge of Te Reo Maori	Training opportunities are taken up and satisfactorily completed.

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He Korowai Strategy is reflected in the planning, delivery and evaluation of projects	Effectiveness is given to the principles of Partnership, Participation and Protection Appropriate consultation with the community has occurred
Adhere to all WellSouth policies and procedures	All WellSouth policies and procedures are adhered to

### Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Education/ Qualifications</b>	<ul style="list-style-type: none"> <li>▪ A tertiary qualification in a health or social science related discipline.</li> </ul>	<ul style="list-style-type: none"> <li>▪ A tertiary qualification in Public Health or Health Promotion.</li> </ul>
<b>Professional Experience</b>	<ul style="list-style-type: none"> <li>▪ Programme planning, development and evaluation</li> <li>▪ Community development or Health Promotion</li> <li>▪ Demonstrated leadership within networks and teamwork</li> <li>▪ Demonstrated commitment to working in partnership with Maori – An understanding and commitment to the Treaty of Waitangi</li> <li>▪ Knowledge and experience in at least one priority area*</li> <li>▪ Computer literacy – preferably with Microsoft windows based software</li> <li>▪ Full and current driver's licence</li> </ul>	<ul style="list-style-type: none"> <li>▪ Knowledge about and networks with Maori and Pacific communities in Otago</li> <li>▪ Evaluation and scientific report writing expertise</li> </ul>
<b>Abilities and Personal Attributes</b>	<ul style="list-style-type: none"> <li>▪ The ability to relate to, work, and communicate effectively with people from a wide variety of cultural and social backgrounds.</li> <li>▪ Communication skills, including report writing.</li> <li>▪ Familiarity with the health system.</li> <li>▪ Knowledge of social research and evaluation methods with the ability to critically analyse research.</li> <li>▪ Ability to develop working relationships with other health professionals and agencies to enable intersectoral collaboration.</li> <li>▪ The ability to manage conflicting demands in a dynamic environment.</li> <li>▪ The ability to manage personal and professional boundaries.</li> <li>▪ The ability to be adaptable and to maintain effectiveness in varying environments with various tasks, responsibilities and/or people.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Group facilitation and negotiation</li> <li>▪ Working with the media</li> </ul>

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	<ul style="list-style-type: none"><li>▪ The ability to represent WellSouth Primary Health Network in public and to advocate on behalf of communities.</li><li>▪ The ability to think strategically.</li><li>▪ The ability to take needed action and to develop opportunities before being directed or overtaken by events.</li><li>▪ Willingness to travel and work flexible hours if/as required.</li></ul>	
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