



## Role Profile

<b>Job Title:</b> Healthy Lifestyles Manager	<b>Role Profile Number:</b> SBC_11143
<b>Grade:</b> Q	<b>Date Prepared:</b> Updated October 2022
<b>Directorate/Group:</b> Public Health - Health Improvement Services (Live Well)	<b>Reporting to:</b> Head of Health Improvement Services
<b>Structure Chart attached:</b>	No

### Job Purpose

Sitting within the Live Well Health Improvement service area, this role will be responsible for the operational management, design, delivery and evaluation of projects aimed at encouraging and facilitating healthy lifestyles. Projects will be targeted at those individuals who are currently furthest away from participation and those at risk of health inequality. Keeping abreast of national and local strategy, the post aims to develop targeted and universal provision aimed at moving an individual from an unhealthy lifestyle to active healthy one. The post holder will work closely with Public Health Consultants and Specialists to deliver evidence based interventions that fit with the strategic direction of improving population health.

### Key Accountabilities

- Lead a team of Officers, coaches, instructors and volunteers in the establishment and delivery of a range of projects which are safe, viable, achieve targets and meet the needs of local people, the Council and its partners
- Monitor projects regularly and produce evaluation reports to demonstrate achievement of outcomes
- Oversee and monitor steering groups and team meetings in relation to project delivery. Build and sustain strong relationships with colleagues across the organisation who have shared outcomes
- Be responsible for all aspects of people management involved in the delivery of the health promotion and

health improvement projects. Line-manage and mentor staff, ensuring that they are appropriately trained and supported to deliver their work programmes and achieve outcomes.

- Organise, facilitate and deliver (where appropriate), training sessions and workshops on relevant health improvement topics in order to support the development of partners and the sustainability of projects
- Ensure the safe delivery of all projects in accordance with best practice in safeguarding and Health and Safety legislation
- Manage, control and report on budgets for all associated projects following SBC financial regulations
- Recommend and follow up new and innovative ways of working in partnership or generating income to support and sustain a range of health improvement projects
- Develop new and innovative initiatives to increase participation in physical activity, reduce smoking prevalence and encourage healthy eating for target populations
- Establish and sustain robust links by regularly attending (wherever possible) meeting and events locally, regionally and nationally with key partners.

### **Supplementary Accountabilities**

- Play an active role within the Live Well Health Improvement service area and as a member of the Public Health team, through regular attendance of team meetings, supporting and championing team projects and contributing to the overall business plan
- Promote the impact of the work of the Live Well Health Improvement service within the Council and its partners, increasing awareness and understanding
- Play an active role in the development and delivery of a 'Triage' system within the service area.
- Establish, build and maintain relationships with external agencies and partners, including funding bodies in order to showcase our work, support the wider agenda and be in a good position to secure external funding

### **Qualifications**

- Educated to degree level in a relevant subject area, such as public health, physical activity, health and fitness, sport or community with extensive practical experience working in a health/sports/physical activity promotion environment,  
*or*  
Substantial practical experience and proven success in a health/sport/physical activity, community development or health improvement/promotion post.

## **Knowledge & Experience**

*Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this*

- Experience of managing, supporting and developing a team
- Experience of working with people with additional needs, disability or health conditions
- Experience in organising, delivering, and evaluating projects and events
- Experience of working on projects which require external scrutiny and reporting
- Experience and knowledge of quality assurance in project delivery
- A working knowledge of Evidence based practice
- Experience of managing budgets
- Competent in the use of IT; including excel and presentation skills
- Significant understanding of safeguarding, equalities and health & safety relating to physical activity
- Knowledge of the health sector, health promotion, the sport and physical activity landscape, the health and fitness industry and a working understanding of current trends both locally and nationally
- Experience of working in a community setting and with 3<sup>rd</sup> sector and corporate partners
- Experience of recruiting and deploying staff and volunteers; particularly drawing from those underrepresented or considered disadvantaged.

## **Decision Making**

- Ability to apply knowledge in making decisions on project scope and viability in line with business plans and corporate objectives and to present concepts to Senior Managers and potential partners
- Ability to plan and implement projects within agreed budget, on time and within safeguarding and health and safety legislation, including contingency planning
- Recruitment and deployment of officers, coaches, instructors and volunteers ensuring that all minimum operating standards are adhered to including vetting.
- Be responsible for prioritisation of tasks
- Set timescales, resolve complex problems and balance a number of different issues

## **Contacts and Relationships**

- Strong and effective contacts in the local community, in the public health sector and with partners delivering physical activity and sport
- Proven ability to establish and maintain good working relationships with partners at all levels resulting in effective outcomes, including the public, internal colleagues, NHS and county/regional organisations and to be able to communicate using interpersonal, verbal and written skills.
- Ability to promote the work of the Live Well Health Improvement service area, acting as a positive role model
- Proven success at engaging a variety of community groups or isolated individuals that may have a multitude of barriers to participation



**Other Key Features of the role**

Unsocial hours –evenings and weekends as required

Ability to lift equipment

Physical fitness, ability to demonstrate skills and activity

Ability to get around Swindon

In accordance with the provisions of the Health and Safety at Work etc. Act 1974 and the Management of Health & Safety at Work Regulations 1999 you must take reasonable care so as not to endanger yourself or other persons whilst at work. You must also co-operate with the Council to enable it to comply with its statutory duties for health and safety. You must work in accordance with training or instructions given, make proper use of any personal protective equipment provided and inform your manager of any hazardous situations or risks of which you are aware. You must ensure you undertake responsibilities relating to your position as detailed within your Directorate Health and Safety Policy

In accordance with the provisions of the Data Protection Act 1998, jobholders should take reasonable care to ensure that personal data is not disclosed outside Council procedures, or use personal data held on others for their own purposes. In accordance with the provisions of the Freedom of Information Act 2000, ensure requests for non-personal information are dealt with in accordance with the Council's written procedures.

**Employee Signature:**

Print Name:

**Date:****Line Managers Signature:**

Print Name:

**Date:**