

JOB DESCRIPTION

Adult Physical Activity Officer

Summary: The role of the adult physical activity officer is to get more people, more active, more often.

Going for a walk, cycling recreationally or to work, playing in the park, taking part in sport, gardening, doing a fitness class – it doesn't matter how we do it, it just matters that we do.

Being physically active is one of the very best things we can do for our physical and mental health. It helps to prevent heart disease, stroke, diabetes, and a number of cancers; it plays an important part in helping us maintain a healthy weight; and reduces the risk of developing and helps us manage mental health conditions like depression.

We want to make being active easy, accessible and part of our normal routine. Using funding from Active 8 – A Plan for Sport, this new post will help the Commission grow our Be Active work to encourage and enable more adults to be more active.

Organisation: The Health Improvement Commission for Guernsey and Alderney LBG. We are a third sector organisation which has responsibility for delivering the Healthy Weight Strategy and the Substance Use Strategy, we lead the delivery of Bailiwick Social Prescribing. www.healthimprovement.gg.

Job Title: Adult Physical Activity Officer. The post is initially for a fixed term until 31st December 2024.

Reports to: The Health Improvement Commission's Be Active and Education Lead

Liases with: The post holder will work closely with:

- The Health Improvement Commission team - in particular, the Be Active Team and Active Travel Officer
- Workplaces / Employers / Employer bodies
- Health and care providers / professionals
- Bailiwick Social Prescribing
- Government bodies, local third sector organisations and private sector partners
- Health Intelligence & Public Health Services
- National and international organisations
- Local media

Hours: up to 37.5 hours per week

Salary range: £33,200 to £35,700 per annum (subject to negotiation)

Job Purpose: The post holder will develop, coordinate, commission and deliver a range of activities to enable, empower and encourage adults to increase their physical activity.

The post will suit a positive and enthusiastic person who has experience of partnership working and delivering community initiatives (physical activity or other), or other behaviour change projects. Experience of providing training or organising events is essential. Excellent interpersonal skills along with verbal and written communication skills, presentation skills and the ability to positively motivate others will be key to success in this role. The post will involve using creative skills to identify and develop physical activity initiatives and opportunities, working with a range of



stakeholders including adults, families, employers and healthcare professionals. The role will also involve monitoring / evaluating the initiatives.

The role would suit people from a range of backgrounds including community engagement, physical activity development, public health or psychology. If required training/mentoring in the latest behaviour change approaches can be provided.

Closing Date: 5th December 2021

Contact: Applications (to include a covering letter and CV) should be emailed to Alun Williams. Informal enquires are welcomed and may be made to Alun Williams at alun.williams@healthimprovement.gg or by telephone on 07839 741223.

Main Duties and Responsibilities

1. Plan, develop and coordinate / commission safe, inclusive, and enjoyable projects which encourage adults to increase physical activity and reduce inactivity across multiple sectors and settings.
2. Work with local employers and employer organisations including the States of Guernsey, to support policies and practices to increase activity levels of employees.
3. To deliver training to healthcare professionals enabling and encouraging them to integrate physical activity in routine clinical care.
4. To prioritise enabling the least active, those who face the greatest barriers to participation aiming to address disparities and reduce inequalities.
5. Identify and develop synergies and opportunities to embed physical activity in a range of government strategies, priorities and community projects.
6. Work with other charities, agencies or projects (e.g., Bailiwick Social Prescribing, The Sports Commission, Guernsey Mind) to develop physical activity opportunities for adults.
7. Run campaigns, working autonomously and / or with PR agencies to promote adult physical activity.
8. Monitor, evaluate and provide relevant reports on physical activity initiatives
9. Collect local insight into physical activity including community engagement and consultation
10. Research best practice in physical activity, as well as understand and apply current, evidence-based approaches in line with national guidelines to promote adult physical activity and blend this with local knowledge.
11. Be a reasoned and trusted voice, supporting everyday adult physical activity in the Bailiwick.
12. Develop relevant content for media, website and social media and liaise with the media.
13. To undertake any other appropriate duties and / or training that may be required by the Senior Management.
14. To work in accordance with Commission Policies and Procedures.
15. To comply with the principles contained in the Data Protection (Bailiwick of Guernsey) Law 2017 concerning improper disclosure, misuse or breach of confidentiality in respect of information held on computer systems or otherwise.



PERSON SPECIFICATION

Criteria	Essential	Desirable
Qualifications, education and training	<ol style="list-style-type: none"> 1. Good standard of education 	<ol style="list-style-type: none"> 1. Degree in a related subject (e.g., Physical Activity & Health, Public Health, Psychology) or equivalent 2. Training and/or qualifications in the promotion, and/or leading of physical activity
Experience	<ol style="list-style-type: none"> 1. Project management experience 2. Experience in leading workshops or events 3. Working on community-based projects 4. Delivering projects with partners from different sectors (private, public, third) 	<ol style="list-style-type: none"> 1. Working with adults in a range of settings 2. Experience working to address inequalities 3. Experience in public engagement
Skills and abilities	<ol style="list-style-type: none"> 1. Ability to engage with local community groups 2. Excellent partnership working skills 3. Excellent written and verbal, communication skills including for public and the media. 4. Able to deliver high quality training to a range of audiences. 5. Ability to inspire and motivate other people / organisations 6. Excellent time management skills to plan, prioritise and organise own workload 7. Competent in the use of main IT packages (Word, Excel, PowerPoint) 	<ol style="list-style-type: none"> 1. Use of social media in an organisational context 2. Promotion or marketing 3. Evaluation and monitoring of project impact including collection, analysis and interpretation of quantitative and/or qualitative information (e.g. surveys, focus groups).
Knowledge	<ol style="list-style-type: none"> 1. Up to date knowledge of the benefits and drivers of physical activity 2. Knowledge of physical activity promotion. 3. Understanding of safeguarding issues 4. Willingness to engage in training, conferences and professional development 	<ol style="list-style-type: none"> 1. Knowledge of local organisations promoting physical activity / wider well-being initiatives 2. Understanding of health inequalities 3. Working knowledge of social media
Other	<ol style="list-style-type: none"> 1. Willingness to work out of office hours occasionally. 2. Standard Disclosure (Police Check) 3. Own transport – active travel encouraged. 	

