

Job Description

Job Title	Pre-Falls Physical Activity Lead
Grade	Band G
Reporting To	Modernisation Officer - Leisure
JD Ref	OPS0042G(B)

Purpose

Create an evidence based, systemic approach to reducing the number of adults needing to access the falls prevention programme through increasing activity levels of those residents that have a higher rate of falls due to long term health conditions and health inequalities.

The focus will incorporate approaches such as community asset and strengths led approaches to improving health and wellbeing and will aim to focus on communities who experience the greatest inequalities in health.

This role will be based with Wirral Council, working in partnership with Public Health, Primary Care Networks and health partners.

Main Duties And Responsibilities

Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values in the role and organisation

Service Specific Duties & Responsibilities:

- Through a system leadership approach, develop a full-service specification for the work, in consultation with partners, people affected by falls and long-term health conditions and other key stakeholders.
- Maintaining accountability to the Steering Group through regular reports and performance monitoring.
- Plan and implement an asset-based community development approach on the Wirral, mapping and developing local community assets so that they support people and communities via volunteering.
- Identify and pursue sources of funding to ensure the long-term viability, sustainability and development of the service to meet local identified needs.

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Team Leadership and Management:

- Undertake appraisals, manage performance, and hold regular team briefings.
- Develop an asset-based approach to improving health and wellbeing for people affected by falls, managing a team of volunteers who can motivate people to self-care and adopt healthy lifestyles.
- Line manage project staff, developing induction and support mechanisms which enable staff to address the complex situations and emotional distress they will encounter.
- Provide strong leadership, strengthening engagement, growth, culture, innovation, collaboration and performance.
- Assign responsibilities, setting clear expectations, and deliverables to team members and empower them to excel in their roles.
- Through continuous improvement strengthen the tools, practices and impact of the service.

Communication, Engagement and Training:

- Work collaboratively with the regional public health teams and local providers to coordinate a training programme for the officers and staff and volunteers.
- Ensure that informal and formal regular supervision and training to volunteers is provided and accessed to enable volunteers to work within the remit of their roles.
- Initiate the project from conception to delivery across the Wirral, liaising with multiple stakeholders and partners for the duration of the project.
- Work collaboratively with patients and stakeholders to identify current service provision offering practical support to people at risk of falls across the Wirral and identify any gaps and needs for development.
- Establish and maintain effective links, partnership and working relationships with Health, Care and Community systems, organisations and agencies from the private, statutory and voluntary sectors, including appropriate local, regional and national networks and forums.
- Represent the service at meetings, conferences, exhibitions, or any other relevant forum as appropriate. Continue to expand the public profile of the service by marketing and promoting the project and its services.
- Liaise with the press, radio, and other appropriate media via Wirral's communications team; develop the service's use of new media and information communications technology.
- Co-produce new activities and pathways with patients, volunteers and stakeholders, using participatory and consultative methods.
- Develop and implement a marketing and promotional plan to promote the service working with key stakeholders, including the planning and promotion of health and wellbeing events.

Data Analysis and Decision-Making:

- Identify and monitor the development and implementation of the project including data protection, confidentiality, Lone worker policies and ensuring service parameters are strictly adhered to.
- Develop and implement recruitment and training and development plans for the project delivery instructors.
- Identify potential new members of the partnership to meet identified need and gaps; develop partnership agreements.
- Carry out regular monitoring and evaluation of the partnership and its services, including user-led impact assessment.



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Performance Management:

- Ensure links between all strategic aims and objectives are achieved including the Wirral Council vision and Public Health England, and Wirral University Hospitals NHS Trust.
- Develop and implement a project plan, service specification and all related policies and procedures for the service.
- Support the wider sport and physical activity strategy for Wirral and working with partners including the Wirral University Teaching Hospital, Public Health England and Northwest, Regional and local Steering Groups and GPs, to develop processes such as information sharing protocols and referral systems.
- Utilise existing Wirral services, including the CCG, Local Authority and Community groups.

Compliance:

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Adhere to the Volunteer policy, ensuring that all volunteers are recruited correctly including the completion of a DBS check by all volunteers.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.
- Manage risk, opportunities, and safeguarding concerns for the service.
- Ensure compliance with Wirral Council and Public Health England.
- Ensure all publicity materials are developed in line with Wirral Council branding guidelines.
- Implement and demonstrate a firm commitment to equal opportunities in all aspects of service delivery and management of the service.

Other:

- Any other duties commensurate with the grade.

Role Specific Knowledge, Experience And Skills

Qualifications

- Health and Wellbeing related Qualification to degree or MSc level.
- ECDL or equivalent IT skills with the ability to use spreadsheets, and databases
- *Desirable - Project Management – PRINCE 2 or similar*
- *Desirable - GP Exercise Referral qualification*

Knowledge & Skills

- Computer based tracking.
- Case study taking and developing experience.
- Knowledge of health inequalities and national/local context.
- Understanding of community wellbeing approaches and how to use an asset-based approach to improving health and wellbeing.
- Demonstrate an awareness of the social, emotional and spiritual impact of long-term conditions.
- Demonstrable commitment to equal opportunities and diversity in practice.
- Understanding of good practice in volunteer management.
- Knowledge of data protection requirements and good practice.



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- Understanding of marketing and social media.
- Understanding of safeguarding policies and procedures.
- A clear understanding of the principles of health and the wider determinants of health and the field of public health and wellbeing.
- Understanding of equalities and social inclusion.
- Statutory, voluntary and private sector funding agencies, grant application and monitoring
- Staff and team development including mentoring and performance appraisal
- *Desirable - First-hand knowledge of the key issues of falls*
- *Desirable - Knowledge of the Local, Regional and National falls agenda and understanding of the priorities that need addressing.*
- *Desirable - Knowledge of Falls Prevention strategy*

Experience

- Experience of working on health and wellbeing projects and services within a public health or leisure context.
- Experience of developing and delivering activity-based interventions.
- Experience of developing and delivering interventions to clients who are at risk of falls.
- Experience of working with people with long term health conditions
- Experience of partnership working.
- Experience of maintaining a database and keeping confidential records.
- Experience of health screening/physiological testing
- Experience of working in a community environment.
- Experience of budget management
- *Desirable - Supervisory experience.*
- *Desirable - Understanding of marketing and social media*
- *Desirable - Experience of utilising counselling, motivational interviewing techniques*

Additional Information

Ability to travel across the Borough and work from various locations.

Work hybrid, with a flexible working approach to accommodate service needs.

On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

Health & Safety Considerations:

- Work with VDUs (Video Display Unit) (>5hrs per week)
- Vocational Driving

Approved By: Fiona Hanik – Health Development Officer

Date Of Approval: 5th August 2024



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