



## IDENTIFICATION

Department	Position Title	
Health and Social Services	Health Promotion Specialist	
Position Number	Community	Division/Region
49-10774	Yellowknife	Office of the Chief Public Health Officer / HQ

## PURPOSE OF THE POSITION

The Health Promotion Specialist is responsible for the development, implementation and evaluation of health promotion and disease prevention initiatives, policies and legislation in accordance with Department priorities concerning community wellness to improve the health status of the population of the Northwest Territories and build capacity at the community level.

## SCOPE

Located in Yellowknife, the Health Promotion Specialist (Specialist) reports to the Manager, Health Promotion (Manager), and provides advice and support to health promotion and disease prevention initiatives, policies and legislation in accordance with Departments priorities. The Specialist is a member of the Department's health and wellness team, and is required to lead and participate in initiatives through interactions with Department senior management and staff, HSSAs, other department, NGOs and central agency authorities.

Health and wellness programs can be defined as the means of enabling people to increase control over and to improve the status of their health. It involves advocacy, communication and education, mediation, social marketing, community development and healthy public policy. Key functions related to territory wide wellness programing include consultative services to client groups such as Health and Social Services Authorities (HSSAs) with regard to the development of regional health promotion plans and strategies; collaborative initiatives with other units, divisions, departments and governments with health and wellness initiatives while maintaining links with health and wellness providers in other governments and jurisdictions. Delivering on the needs of these programs will require the incumbent to work within a 'matrix' style reporting system where there is overlap of functions from other area experts within the health and social services system.



The Specialist employs strategic communications and responses through internal procedures and priorities identified by the Manager. The incumbent must monitor local, regional, territorial and national advancements and activities in the field of health promotion and conduct research and policy program analysis in order to identify recommended courses of action to the Director to address health promotion issues.

Carrying and transporting resources materials and presentation displays (up to 5kg) may be required approximately once a month.

### **RESPONSIBILITIES**

- 1. Plans, develops, advises and evaluates programs, policies and standards designed to promote health and wellness ensuring that prevention and health promotion focus is employed at the territorial and regional level.**
  - Consults and collaborates with other Department and regional personnel, Non-Government Organizations (NGOs) and stakeholder groups or committees to identify and implement a range of prevention and promotion programs, policies and legislative options.
  - Conducts research and acts as a resource on programs and initiatives.
  - Develops standards and criteria from a community development and health promotion perspective.
  - Consults with senior management for appropriate program and management perspectives on current health promotion issues and adaptations to the unique northern environment.
  - Monitors and evaluates programs and initiatives to ensure stated goals are met.
  - Consults with regional staff, communities and organization to evaluate and update programs and related policies.
  - Prepares briefing notes, reports and presentations concerning the proposed directions of programs and program successes.
  - Actively participates in interdepartmental committee work.
- 2. Develops, implements, monitors and evaluates long term territorial health promotion strategies and action plans, in accordance with the Department and government wide priorities to improve health status of northern residents and reduce costs associated with the treatment of preventable illnesses and injuries.**
  - Provides analysis and advice to senior officials on the implications of practices, policies and legislation from the federal government or other jurisdictions, as well as other GNWT departments and central agencies.
  - Develops long-range plans, programs and strategies within the context of health promotion and community development.
  - Drafts Ministers statements, correspondence, briefing notes and reports.



- Develops policies, guidelines, standards and reporting systems.
- Advises HSSAs and NGOs on ways to access funding for health promotion projects and activities.
- Reviews proposals and makes recommendations on applications by agencies and NGOs for Department funding.
- Administers, reviews and monitors and evaluates regional and community based projects funded by the Department to ensure compliance with the terms of reference for each project.
- Actively participates in intergovernmental committee work with senior officials and as part of that activity, develops the Department's interests in consultation with other Department officials and senior management.

**3. Develops effective communications strategies and educational materials to ensure working groups and the public are informed and aware of issues concerning health promotion and community development as they relate to identified health promotion priorities.**

- Develops communication and promotion strategies and materials appropriate to the north and the NWT HSS system in collaboration with other staff as appropriate.
- Develops methods to market and promote health promotion products using a wide variety of methods.
- Fosters open communication among a wide variety of government and NGO partners and assists HSSAs.
- Oversees contracts for health promotion activities.

**4. Through partnerships, provides advice on effective training and skill development programs for regional and community staff to increase regional capacity to implement health promotion programs.**

- Consults with partners to identify and assess education, training and skill development needs.
- Researches and adapts training programs from other jurisdictions.
- Advises partners on various types of training available.
- Assists in the delivery of training, mentoring and coaching of program staff as required.
- Assists partners to access funding for training and development.
- Evaluates training and development programs.

**5. Administers between \$200,000 and \$600,000 of internal and external funding that includes recommendations concerning annual and projected budgets, responsibility for contribution and contract allocations, and administration and reporting of funding, budget and variance reports.**

- Reviews, approves or denies proposals for funding submitted by organizations based on funding criteria, and monitors the use of funds disbursed.



- Prepares budget projections, allocations, variance reports, program and financial reports.
- Manages contracts and contribution agreements and uses appropriate financial administration procedures and tools/information systems for requisitions and purchase orders.
- Assists HSSAs, NGOs, communities and organizations access funding and ensure effective, efficient and appropriate use of funding through criteria and ongoing monitoring.
- Seeks additional funding to supplement programs and other initiatives through proposals and cost-sharing agreements.

## **WORKING CONDITIONS**

### **Physical Demands**

No unusual demands.

### **Environmental Conditions**

No unusual conditions.

### **Sensory Demands**

No unusual demands.

### **Mental Demands**

Travel is required approximately 10 times per year for 2 or more days per trip. Travel may occur in challenging winter conditions, ice roads or to isolated communities in small aircraft.

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of health promotion and community development models, programs, priority issues and strategies.
- Knowledge of health promotion and healthy lifestyles programs, services, standards and related activities.
- Knowledge of national standards and best practices as they relate to health promotion.
- Knowledge of, and/or the ability to acquire knowledge of relevant legislation, by-laws, public policies and procedures concerning health promotion issues.
- Knowledge of current research and evaluation methodologies.
- Knowledge of and/or the ability to acquire knowledge of relevant funding sources for the purposes of health promotion programing and funding required for health promotion activities.
- Knowledge of northern health systems and structures, and community development.



- Ability to acquire and apply knowledge and understanding of northern cultures and politics as they relate to health and social services.
- Ability to think analytically, strategically and conceptually.
- Ability to address situations using problem solving skills, crisis management skills, organizational and strategic planning skills, research evaluation and assessment skills, stress management skills and time management skills.
- Knowledge and ability to use MS Office, Operating Systems, Email and Internet programs.
- Ability to work effectively in small and large groups using project management and leadership skills, program planning and implementation skills, listening and verbal communications skills, facilitation and presentation skills, negotiation skills, team building and relationship building skills.
- Ability to communicate on a variety of subjects in plain language, both written and verbal.
- Ability to commit to actively upholding and consistently practicing personal diversity, inclusion and cultural awareness, as well as safety and sensitivity approaches in the workplace.

**Typically, the above qualifications would be attained by:**

A Bachelor's degree in health promotion and community development, Health Services administration or related field, and three (3) years of relevant experience.

Equivalent combinations of education and experience will be considered.

**ADDITIONAL REQUIREMENTS**

**Position Security**

No criminal records check required  
 Position of Trust – criminal records check required  
 Highly sensitive position – requires verification of identity and a criminal records check

**French language (check one if applicable)**

French required (must identify required level below)

Level required for this Designated Position is:

ORAL EXPRESSION AND COMPREHENSION

Basic (B)  Intermediate (I)  Advanced (A)

READING COMPREHENSION:

Basic (B)  Intermediate (I)  Advanced (A)

WRITING SKILLS:

Basic (B)  Intermediate (I)  Advanced (A)

French preferred



**Indigenous language:** Select language

- Required
- Preferred