



IDENTIFICATION

Department	Position Title	
Health and Social Services	Health Promotion Program Planner	
Position Number	Community	Division/Region
49-15888	Yellowknife	Health Promotion, Office of the Chief Public Health Officer/HQ

PURPOSE OF THE POSITION

The Health Promotion Program Planner is responsible for coordinating the development, implementation, and evaluation of education and awareness health promotion campaigns in the Northwest Territories. This position promotes positive health decision-making on a variety of health topics through a combination of in-person and online social engagement approaches, using creative inquiry and community engagement as well as traditional and social media communications.

SCOPE

Located in Yellowknife and reporting to the Manager, Health Promotion, the Health Promotion Program Planner position is part of the Office of the Chief Public Health Officer division in the Department of Health and Social Services. This position coordinates and participates in community travels in accordance with the Government of the Northwest Territories (GNWT) contracting requirements and facilitates communication efforts on health promotion and public health matters among various Health and Social Services divisions, the Government of Canada and other GNWT Departments. This position provides advice to the Department on effective approaches to community engagement and communicates with various stakeholders across the Northwest Territories (NWT).

The role of the Health Promotion Program Planner is to equip all NWT residents with the knowledge, access, and information they need to respond to what is optimal for their wellness as well as the health and safety of those around them. This will involve extensive collaboration with residents and as well as community-based health and education professionals. The Specialist will engage substantially with young people across the territory.



RESPONSIBILITIES

1. Coordinates multifaceted health education campaigns in NWT communities.

- Coordinates the development, implementation and evaluation of highly interactive multi-year social marketing campaigns.
- Leads all components of program development, including research, delivery methodology, focus testing, facilitation planning, and curriculum development.
- Creates and delivers training to other program staff and facilitators.
- Creates and maintains partnerships with other jurisdictions, divisions, and departments to develop and deliver educational programs, and to ensure alignment with existing school curricula.
- Regularly travels to NWT communities.
- Ensures all activities/deliverables are carried out according to pre-agreed upon timelines.

2. Oversees the creation of mass media communications materials.

- Oversees the work of design firms and other contractors towards the development of audiovisual content for print, radio, web, and/or social media which will feed into social marketing campaigns.
- Gathers content for the communications materials, featuring real people and real stories from across the territory.
- Conducts research about best practices and evidence-based information to develop content, write messaging, and ensure accessibility.
- Ensures that the communication elements of the campaigns adhere to the GNWT Communication Directives and Guidelines.

3. Conducts project administration duties pertaining to the delivery of programs and services.

- In collaboration with the relevant divisions of the Department of Health and Social Services, the Specialist prepares regular financial reporting.
- Prepares cost estimates for the various media options, creates the terms of reference/scopes of Work and/or request for tender to select creative firms or independent contractors.
- Administers contribution agreements and contracts related to funding as per GNWT contractual guidelines.
- Tracks financial commitments, expenditures and facilitates the processing of invoices from contractors.



WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual demands.

Sensory Demands

No unusual demands.

Mental Demands

The incumbent will be required to travel and work in small communities.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of the stages in production of print, social media, television and radio: to plan, coordinate and sequence various elements of a mass media campaign.
- Knowledge of and/or the ability to acquire knowledge of Indigenous cultural values and apply these to community-based health initiatives and interventions.
- Knowledge of the types and effectiveness of various behavior change strategies in health promotion.
- Skills relating to developing implementing and evaluating interactive health education learning opportunities for children, youth and adult learners
- Research methodologies, including literature reviews, focus groups, journal searches, and other forms of health information gathering.
- Development and delivery of educational programming on a wide range of health issues to a variety of audiences.
- Ability to acquire and apply an understanding of the social determinants of health of various populations.
- Ability to acquire and apply an understanding of the dimensions of health in northern communities.
- Ability to engage with community members of all socio-economic, cultural, and professional backgrounds in a culturally safe and respectful manner.
- Ability to oversee the work of design firms and other contractors towards the development of audiovisual content for print, radio, web, and/or social media
- Verbal and written communication skills and ability to communicate complex concepts; plain language skill.
- Leadership skills, including sensitivity to cross-cultural working relationships.
- Time management skills for self as well as production sequences.



- Teamwork skills, with the ability both to delegate and receive direction from others.
- Planning and project management skills necessary to sequence events.
- Ability to build rapport with various audiences
- Meeting, facilitation, and listening skills.
- Organizational abilities, including the ability to steer complex projects from planning phases through implementation.
- 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 degree in Health Promotion, Media Communications, or Community Development, or other related areas, and one (1) year 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