

Job Description

Job Title:	Manager, Health Education and Promotion
Department:	Campus Wellness
Reports To:	Associate Director, Health Promotion
Jobs Reporting:	Peer Health Education Coordinator
Salary Grade:	USG 9
Effective Date:	May 2018

Primary Purpose

As a member of the Health Promotion team within Campus Wellness (CW), this position is responsible for ensuring effective development and coordination of health education and health promotion programs for the University of Waterloo student population. Expertise is required in the areas of project planning, implementation and evaluation. This position also oversees the Peer Health Education Program, which consists of teams of trained students that deliver health education to improve the health and wellness of students so that they can maximize their academic success.

For this position, emphasis is given to building and sustaining relationships with University of Waterloo stakeholders (faculties, departments, student government and community organizations) to promote health promotion programs and initiatives that foster wellness, learning and student success.

Key Accountabilities

Program Planning, Implementation and Delivery

- Oversees the planning, implementation and on-going evaluation of the Peer Health Education Program (PHE). This involves creating and maintaining the peer health education brand, and promoting the program amongst other campus stakeholders.
- Working with the Peer Health Education Coordinator, approve health education materials for students for use within the peer health education program. This may include health education pamphlets, posters, booths, seminar materials and social media posts.
- In consultation with the Associate Director of Health Promotion, the Manager, Health Education & Promotion will develop and coordinate projects that will enhance the health and wellness of undergraduate and graduate students. This may involve working with other campus stakeholders to increase awareness, encourage supportive environments and policies, and foster behaviour change in areas such as physical activity, healthy eating, sleep, mental health, substance use (including tobacco and alcohol) and other health areas as identified.
- In collaboration with other Health Promotion staff, contribute to the strategic plan of the health promotion unit. Additionally, identify health promotion priorities, research and assess best-practice literature, develop project plans and implement strategies that align with the Okanagan Charter for Health Promoting Universities and Colleges.
- Partner with the Orientation Committee (Feds & SSO) for the implementation of Single and Sexy (health education play). Act as producer, review script, hire cast and crew (director, stage manager and choreographer), and secure funding, space and promotion.

Management & Training

- Hires, trains and supervises the Peer Health Education Coordinator, 4-6 Peer Health Education Team Leads and 40-60 student volunteers.

- Develops and oversees the training of the Peer Health Education program. This will include health topic-specific training in order to prepare volunteers to effectively deliver the information, and training that provides students and volunteers with skills necessarily for the program (e.g. planning, communication, teamwork, social media etc.). This also includes working with other peer-to-peer programs and departments across campus to ensure students have appropriate training and understanding of inclusivity, privacy and referrals for mental health supports.
- Supervises practicum and/or co-op students, providing oversight on assigned projects and on-going feedback. This includes working closely with faculty or placement supervisor to evaluate the student progress and outcomes.
- Manage the peer health education budget and other health promotion projects as appropriate: approve expenses and ensure reimbursement of expenses to the peer health education coordinator, students and volunteers.

Assessment & Research

- Research and present health needs of students. This will include critical analysis of campus wellness student surveys, current literature and/or University-wide surveys (e.g. National College Health Assessment survey etc.).
- Track outputs and outcomes of the peer health education program. This involves developing and implementing evaluation tools to measure the efficiency and effectiveness of the peer health education program and resources on an on-going basis.
- Keep informed on research in the area of student development, wellness and health promotion, strategies for health behaviour change, program planning and evaluation.

Partnership & Collaboration

- Foster and maintain positive working relationships within the department (Health Services and Counselling Services) and with relevant stakeholders on and off campus to help guide health education and health promotion initiatives for students.
- Work collaboratively with the Campus Wellness Communications Project Manager to develop and/or provide health promotion and wellness content for CW student health education resources. Ensure cross-promotion of CW and peer health education events, programs and materials.
- Create partnerships across campus to incorporate health education and health promotion initiatives into the campus community. This includes developing and maintaining a close liaison with Student Success Office, Federation of Students, Graduate Students Association, Residence Life, Athletics and Recreation, Affiliated Colleges, and Faculties.
- Facilitate committees and groups of stakeholders who are working towards a common vision of student health and wellness. This may include the role of committee chair, where appropriate.
- Represent Campus Wellness at University-level committees, when designated by the Associate Director of Health Promotion.
- Work directly with government, not-for-profit and community agencies that provide programming-related information and/or funding to peer to-peer groups, as part of the Peer Health Education program (e.g. Leave the Pack Behind, Jack.org, Drink Smart, Parents Action on Drugs etc.).
- Foster positive working relationships and maintain a strong familiarity with updated information and best-practices put forth by external agencies (e.g., Public Health Agency of Canada, World Health Organization, Ministry of Advanced Education & Skill Development).

Student Support & Mentoring

- Deliver academic lectures, seminars, and training for students on health and wellness topics.
- Participate in special campus events that increase awareness of positive health behaviours and/or promote Campus Wellness programs and services (e.g. student fairs, orientation activities).
- As part of the peer health education program, foster the development of transferrable skills among students and provide individualized feedback.

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- Offer guidance and volunteering opportunities to support University of Waterloo undergraduate students seeking advanced education in health-related fields.
- Where appropriate, respond to University of Waterloo student requests for feedback and advice on health and wellness course projects, career guidance and/or entrepreneurial initiatives.

Required Qualifications

Education

- Undergraduate Degree in a health-related field (e.g. public health, health promotion, community-health nursing, social psychology, social work etc.)
- Master degree preferred.

Experience

- 3-5 years' experience in providing wellness health education and health promotion in a post-secondary institution and/or with the young adult population.
- Demonstrated experience planning, implementing and evaluating health promotion programs.
- Demonstrated experience supervising students and/or volunteers.

Knowledge/Skills/Abilities

- Broad understanding of student development theory and health behavior change theory. Previous knowledge and skills working in youth/young adult engagement is an asset.
- Strong project management skills.
- Excellent communication skills, including presentation, facilitation and writing skills.
- Ability to collaborate and work with a variety of stakeholders across campus, including student service departments, faculties, student leaderships groups and students.
- Strong problem solving and conflict resolution skills. Ability to exercise a high level of judgement and diplomacy.
- Ability to research, assess, develop, implement and evaluate education and training programs that impact student health, learning, growth and development.
- Strong supervisory and mentoring skills. Experience in volunteer management is an asset.
- Proficiency with MS Office (Word, Excel, and PowerPoint).
- Willingness to exercise flexibility in work hours to accommodate weekend and evening needs for student programs and services.

Nature and Scope

- **Contacts:** This position interacts regularly with the Associate Director, Health Promotion and other staff within the Campus Wellness department. This position collaborates regularly with colleagues at all levels and across all departments and faculties within the university. This position also has regular interaction with the Federation of Students, the Graduate Students Association, and other students/student groups.
- **Level of Responsibility:** Manager level position; responsible for supervision, student development and evaluation of many student volunteers. Also responsible for assisting in the development of strategy and effective implementation of programs
- **Decision-Making Authority:** This position has decision making authority over the Peer Health Education program, including recruitment, development and evaluation of both the processes and volunteers. This position also makes recommendations to the Associate Director, Health Promotion about health promotion programs and initiatives that impact both the incumbent and colleagues' functional areas within department.

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- **Physical and Sensory Demands:** This managerial role in an office setting involves minimal physical demands and moderate sensory effort from computer-based work resulting in slight fatigue, strain or risk of injury.
 - **Working Environment:** This role involves minimal to moderate exposure to psychological risk resulting from unavoidable exposure to hazardous, disagreeable, or uncomfortable environmental conditions. When needed, there may be unusual hours of schedules to meet student program demands, or multiple/tight deadlines beyond one's control and constant interruptions (e.g. phone calls, emails and in planned but urgent request) that are impacted by varying student volumes at different times of the year.