

Job Description

Job Title:	Associate Director, Health Promotion
Department:	Campus Wellness
Reports To:	Executive Director
Jobs Reporting:	Manager, Health Education, Health Promotion & Evaluation Specialists, Peer Health Education Coordinator
Salary Grade:	USG 13
Effective Date:	August 2023

Primary Purpose

The Health Promotion team in Campus Wellness collaborates with campus partners to implement health promotion programming that builds community and institutional capacity to enhance student health and well-being. Under the direction of the Executive Director, the Associate Director, Health Promotion is responsible for leading a team which develops, implements, and evaluates health promotion programming to improve student health and well-being.

Key Accountabilities

Leadership and Management

- Oversight of Health Promotion programming including management of Health Promotion staff.
- Research best practices: designs and implements campus-wide health and wellness promotion campaigns, programs, and activities.
- Researches best practices, designs and implements illness, injury and distress prevention programming and initiatives.
- Recruits and manages Health Promotion staff with respect to specific health promotion, education, and prevention activities (e.g., development of media products).
- Develops and manages budget related to Health Promotion, researches project funding sources and writes grant submissions for health promotion project funding.

Strategic and Operational Planning

- Provides leadership and management for the health promotion strategic and operational planning cycle of needs assessment, research review, program development, implementation, and evaluation.
- In the context of a collaborative stakeholder planning process, this position leads the development, implementation and maintenance of a campus-wide prevention plan which incorporates an emphasis on enhancements to the supportiveness of the campus environment, the advancement of health protective factors and campus strengths and reductions to personal and campus community risk factors.
- Implements initiatives from the Mental Health Review (i.e., mental health promotion and distress prevention recommendations).
- Implements the health promotion/prevention related initiatives from the Campus Wellness strategic initiatives.

Wellness Communication and Prevention Advocacy

- Provides the direction and management for the use of best practice social marketing strategies in the development of key and persuasive messages for Campus Wellness in the interest of health promotion.

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- Provides the direction and management for the execution of the stages of an integrated communications plan to support campus health, wellness, and illness prevention efforts at the University of Waterloo.
- Encourages and supports institutional policies that address campus health and wellness and provides strong advocacy for a prevention perspective, principals, and values. The role promotes to the campus community the linkage between health promotion programming and students' health status, well-being, and personal/academic success.
- Communicates to the campus with an educational and influential purpose, the key messages of health promotion and prevention through individual, small group and large group presentations.

Assessment and Research

- Ensures that valid, reliable, and appropriate population-based assessments of the health status, needs and strengths of the members of the campus community are utilized in the planning for and delivery of policies and programs (e.g., The National College Health Assessment).
- Reviews appropriate theory and research in the promotion and prevention field and ensuring that all programs and policies are grounded in sound and current theory and evidence.
- The position oversees the development of measurable outcomes for health promotion programs and services and ensures the use of both quantitative and qualitative methods in the assessment of need and evaluating the effectiveness of programs and services.
- Participates in Campus Wellness-related research, professional publications and/or presentations.

Internal and External Community Liaison and Collaboration

- Assists the Executive Director with the Wellness Collaborative, a cross-campus committee that addresses the well-being of the entire University community, including students, faculty and staff.
- Communicates and collaborates with campus, local community, provincial, national, and international health promotion interdisciplinary partners.
- Ensures communication with the Faculty of Health and the Centre for Mental Health Research in the interest of translating research knowledge into application, wherever possible on campus.
- Provides leadership for and facilitation of collaboration among other staff and faculty with health promotion and prevention interest, knowledge, and expertise (e.g., the Student Success Office and the Faculty of Health).
- Maintains a positive and effective working relationship with partner agencies in the community, particularly public health agencies.

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- Master's degree in public health (Health Promotion Specialty) public health nursing or a related discipline related relevant course of study required. PhD is preferred.

Experience

- Minimum five to seven years' experience in the conceptualization, development, delivery, and evaluation of health promotion programming, preferably in a post-secondary or youth-focused setting.
- Expertise and experience in applying health promotion principles, practices, and frameworks to the development of programs and services.

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- Minimum 5 or more years of recent experience in people management and leadership role in the public health, health promotion and health education contexts, including a track record of performance management with direct reports.
- Experience conducting scans, literature reviews, performing basic data analysis and theming, and writing reports or other summaries of projects and work.
- Experience in youth, student, and community engagement and/or supporting peer-led initiatives.
- Experience in group facilitation with young adults with demonstrated ability to navigate sensitive issues facing students.
- Experience in creating learning outcomes, content, and evaluation tools for workshops, trainings, and other educational sessions.
- Demonstrated experience in delivering/facilitating workshops and other learning and educational sessions with diverse audiences.
- Experience in planning and coordinating small- and large-scale events for a student population.
- Experience designing and implementing persuasive communication strategies with a focus on health promotion and illness mitigation or prevention.
- Experience and skill in writing submissions for appropriate health-related grants.

Knowledge/Skills/Abilities

- Strong communication, written and influencing skills.
- Excellent interpersonal skills are essential.
- Excellent organizational as well as oral and written communication skills.
- Demonstrate an understanding of the value of equity, diversity, inclusion, and anti-racism.
- Experience working with diverse groups and can demonstrate the impact of that work.
- Enhance the central mission and core values of Waterloo as they relate to equity, diversity, inclusion, and anti-racism.
- Must be able to work independently and as part of a team composed of multi-disciplinary individuals with varying responsibilities.
- Ability to manage multiple projects, priorities, and deadlines.
- Ability to work events and weekends as required.
- Intermediate skill in web content management systems and social media platforms.
- Intermediate skills with MS Office Suite (Word, Excel, PowerPoint, Teams etc.)

Nature and Scope

- **Contacts:** Internally, this position interacts regularly with colleagues in Campus Wellness as well as with staff, faculty, other departments, cross-campus committees, and students/student groups. Externally, the incumbent will interact with public health agencies and community health organizations.
- **Level of Responsibility:** The Associate Director, Health Promotion is responsible and accountable to the Executive Director in the development and execution of all operations and strategies related to Health Promotion and the promotion of wellness to the University of Waterloo community. The incumbent leads a team of direct reports to accomplish the unit's objectives.
- **Decision-Making Authority:** The Associate Director, Health Promotion has decision-making authority in the execution of approved strategies and initiatives.
- **Physical and Sensory Demands:** This position is exposed to stress and pressure associated with senior management responsibilities. It involves moderate psychological risk and distress resulting from unavoidable exposure to uncomfortable environmental conditions generally associated with normal workplace interpersonal conflict and its resolution, and the stresses of change management in a dynamic campus environment.
- **Working Environment:** Located indoors in a comfortable, fast-paced office environment populated by clinical and administrative staff, as well as clients; opportunity for movement between buildings on

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campus to attend meetings and events. Evening and weekend hours may be occasionally required for meetings and events.