

Job Description

Job Title:	Health Promotion & Evaluation Specialist
Department:	Campus Wellness
Reports To:	Associate Director, Health Promotion
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	June 2021

Primary Purpose

The Health Promotion & Evaluation Specialist is responsible for planning, implementing and evaluating health promotion programs and initiatives in order to enhance student health, recreation and wellness. Expertise is required in the areas of research and evaluation, project planning, community engagement and health promotion strategies. A focus of this position will be building relationships with campus stakeholders (e.g. student support services, faculties, students and student associations) and community agencies to help identify student health needs and develop strategies to promote positive health behaviours and prevent disease.

This position will be under the direction of the Associate Director, Health Promotion (Campus Wellness) with strategic guidance from the Senior Manager, Wellness & Active Living (Athletics & Recreation).

Key Accountabilities

Program Planning, Implementation and Delivery

- Develop, implement and evaluate health promotion initiatives that enhance the health and wellness of undergraduate and graduate students. This may involve partnering with campus stakeholders to develop strategies in the areas of physical activity, healthy eating, sleep, mental health, substance use (including tobacco and alcohol) and other areas as identified.
- Employ project planning and project management skills to develop workplans that include goals, objectives, outputs and outcomes. Ensure project deliverables are completed within timeline and budget.
- Utilize evidence-informed planning to assess relevant data and literature in order to identify priorities. Apply appropriate health promotion strategies such as health education, health communications, community capacity-building, developing supportive environments and healthy public policy.
- As part of the health planning process, consider underlying social determinants of health (SDOH) and develop appropriate strategies that work to address them. Assess health inequities and work with stakeholders to propose solutions to reduce these inequities.
- Under the direction of the Associate Director, Health Promotion, work with stakeholders to advance projects of the *Wellness Collaborative* (a university-wide wellness strategy). Tasks may involve planning and chairing meetings, priority setting activities, sending regular updates and overseeing joint projects of the collaborative.
- Under the direction of the Senior Manager, Wellness & Active Living, work on projects that advance strategic initiatives of the Athletics and Recreation department. Tasks may include conducting situational assessments, environmental scans, project planning and implementation, and development of evaluation indicators.

Research & Evaluation

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- Apply a public health lens to critically appraise evidence and research to inform health promotion programs and policies.
- Conduct literature reviews, environmental scans, situational assessments and formative and outcome evaluations to assess effectiveness of current programs and inform future initiatives.
- Apply quantitative and qualitative research methods, including statistical analysis. Prepare ethic proposals, grant proposals and write research reports.
- Consult with Institutional Analysis & Planning (IAP), the faculty of Applied Health Sciences and other departments on the design, administration and analysis of data and research that informs projects of Campus Wellness and Athletics and Recreation.
- Investigate, identify, manage and monitor data and information related to health promotion programs and services.
- Keep informed on research in the area of student development, wellness and health promotion, strategies for health behavior change, program planning and evaluation. Interpret key findings and present to staff, management and other key stakeholders.
- Utilize knowledge translation skills to disseminate research findings in an accurate, timely, and meaningful manner. Tailor the information to meet various audiences on campus and deliver presentations of research results.

Partnership & Collaboration

- Foster and maintain positive working relationships with other Campus Wellness and Athletics and Recreation staff in order to identify, lead and/or support cross-department health promotion projects. Where appropriate, mentor other staff in health promotion skills and strategies, and supervise students as volunteers, co-op and practicum placements.
- Create partnerships across campus to identify, plan and implement 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, Affiliated Colleges, and Faculties.
- Facilitate and led campus committees and groups of stakeholders who are working towards a common vision of student health and wellness. Employ stakeholder engagement strategies and share knowledge, tools and expertise in health promotion to build capacity for health promotion across campus.
- Foster positive working relationships with relevant community agencies (e.g. Public Health etc.) and partner on health promotion projects aimed at young adults within post-secondary education institutions.
- 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).

**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 a health-related field (e.g. public health, health promotion, community-health nursing, social psychology, social work etc.) required.

Experience

- At least 2 years' experience working with health promotion programs

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- Demonstrated ability to plan, implement and evaluate health promotion programs.
- Demonstrated experience in research methodology, including qualitative and quantitative design and analysis.

Knowledge/Skills/Abilities

- Broad understanding of health promotion and health behavior change theory.
- Previous knowledge and skills working in youth/young adult engagement is an asset.
- Strong project management and organization skills, including the ability to meet deadlines and work on multiple projects simultaneously.
- 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.
- Computer skills that include the ability to use Microsoft Office; library literature and internet-based searching; and qualitative/quantitative data analysis software to use and interpret data (e.g. SPSS, nVIVO).

Nature and Scope

- **Contacts:** This position interacts regularly with the Associate Director, Health Promotion and Senior Manager, Wellness & Active Living. This position also works closely across the departments with colleagues in Campus Wellness, and Athletics and Recreation. The incumbent will be required to collaborate and influence stakeholders both within and outside the university, including staff, faculties, students/student groups and community partners.
- **Level of Responsibility:** Project manages individual and department projects and initiatives, and may also manage, evaluate or provide support to university-wide initiatives. The incumbent is responsible for providing reliable research data that will inform health promotion decisions for the department and across the university, and communicating strategies and results to various campus and community stakeholders.
- **Decision-Making Authority:** Continually makes decisions on the most effective methods for investigating, planning, evaluating and communicating strategies. In consultation with the supervisor, determines the course of action to solve problems and to exert a positive influence on stakeholders.
- **Physical and Sensory Demands:** Minimal physical demands typical of working in an office environment such as periods of extensive sitting. 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.