

JOB DESCRIPTION

JOB TITLE:	West Somerset Health and Wellbeing Coach
SALARY:	£19,737 - £26,970 per annum
TERM:	Permanent
LOCATION:	Minehead and SASP Offices, Wellington, Somerset, TA21 9JQ
HOURS OF WORK:	37 Hours per week
RESPONSIBLE TO:	Chief Executive Officer

Main Purpose of the Job

To support people to take pro-active steps to improve the way they manage their physical and mental health conditions, based on what matters to them as well as supporting them to develop their knowledge, skills and confidence – or to build their “patient activation” - in managing their health and care, to improve their health outcomes and quality of life.

The role is a key part of the Primary Care Network (PCN) multidisciplinary team. You will work alongside Social Prescribing Link Workers and Care Coordinators to provide an all-encompassing approach to personalised care across the West Somerset Primary Care Network.

Summary of Responsibilities and Key Duties of the Job

- Coaching and supporting the local community to become more physically active.
- Encourage the community to take responsibility for their own development through coaching techniques and support.
- Assisting with community consultation and supporting the team within communities.
- Delivering area -wide community activity and physical activity programmes appropriate to the target groups.
- Decreasing the numbers of adults that take part in less than 30 minutes of moderate physical activity a week.
- Increasing the numbers of adults exercising to a ‘moderate’ level for a minimum of 150 minutes per week.
- Increase the number of young people exercising to a ‘moderate’ level for a minimum of 300 minutes per week.
- Working with the health care and allied health care professionals within West Somerset Primary Care Network to ensure physical activity is embedded as appropriate into care pathways and management.

- As part of the PCN multidisciplinary team, build relationships with staff in GP practices within the local PCN, attending relevant MDT meetings, giving information and feedback on health coaching.
- Developing and consolidating partnerships with communities, community groups, voluntary sports clubs, district, town and parish councils in order to drive forward community participation in sport and physical activity. Working closely with individual communities to facilitate and co-ordinate the delivery of outreach physical activity and lifestyle programmes that meet the needs of the target groups within those communities.
- Implementation of a comprehensive area-wide community physical activity and healthy lifestyles programme to develop opportunities and support for people to adopt an active and healthy lifestyle within their community.
- Assist with the consultation with targeted communities to ensure that an asset based community development model is used to plan and help deliver interventions to reduce health inequalities through ensuring sport, physical activity, and weight management contributes towards the development of community well-being and improved quality of life for the residents in the area.
- Working with key partners, agencies and the community to increase the awareness of the benefit of sport, physical activity and healthy lifestyles, and identify needs/issues with regard to the development of sport and physical activity opportunities.
- Contribute to the wider aims and objectives of the PCN to improve and support primary care.

Programme delivery and workforce development

- Assist with the delivery of population level events where appropriate to change attitudes and behaviour around physical activity.
- Identify appropriate workforce to sustain and increase the capacity of West Somerset to get active across the operational programme delivery e.g. walk leaders
- Support the delivery of the Healthy Workplace Programme to assist employers to help their employees to lead more active and healthier lifestyles.
- Co-ordinate the delivery of targeted interventions for key vulnerable populations across West Somerset e.g. older people, those living in more deprived area, disabled people, targeted children and families.
- Manage, provide and co-ordinate community training for physical activity community champions, walks leaders, sports facilitators etc.
- Manage, provide and co-ordinate training for other health care professionals to help embed physical activity across the work of the PCN

General

- Promote and advertise Healthy Lifestyles programmes and events.
- Work with non-sporting organisations, groups and clubs in promoting local co-ordinated sport and physical activity opportunities.
- Update and advise local community groups, voluntary clubs and other local organisations on funding sources and assist where appropriate these groups with applications.
- Carry out evaluation as detailed by the Programme Manager.
- Preparation of various reports and case studies which will be required regularly.

General Information

All work performed/duties undertaken must be carried out in accordance with relevant SASP policies and procedures, within legislation, and with regard to the needs of our customers and the diverse community we serve.

Date: 20th October 2021

PERSON SPECIFICATION

West Somerset Health and Wellbeing Coach	
JOB REQUIREMENTS	ESSENTIAL/ DESIRABLE
Knowledge	
1. A good understanding of the evidence base attached to the efficacy of physical activity on improving physical and mental health	Essential
2. An understanding of the barriers preventing people from participating in physical activity and adopting healthy lifestyles.	Essential
3. Establishing and developing partnerships with community groups	Desirable
Skills and Abilities	
4. Able to organise and prioritise effectively	Essential
5. Demonstratable skills in supporting behaviour change	Essential
6. A commitment to equality and diversity in working practices, with the ability to embed this across all aspects of work.	Essential
7. Able to work effectively with computer based programmes such as Microsoft Excel, PowerPoint and Word.	Essential
8. Ability to travel across multiple sites	Essential
9. Ability to work flexible hours and travel out of area as necessary	Essential
Experience	
10. Experience of using coaching approaches and models or other helping strategies e.g. motivational interviewing	Essential
11. Experience of working in a multi-disciplinary team or a health and social care /community development setting or similar	Desirable
12. Experience of working in physical activity and/or health and well-being	Desirable
Educational	
13. Relevant degree or other relevant qualifications related to health coaching	Essential
14. Register of Exercise professional (REPs) Level 2	Desirable
15. Valid driving licence and access to personal transport	Essential
Work-related Personal Qualities	
16. Good communicator and influencer, able to build rapport with people easily	Essential
17. Able to inspire confidence in others	Essential
18. Operates with integrity and openness	Essential
19. Reflective, self aware and kind	Essential

