



Pan-Canadian Health Promoter Competencies' Toolkit: Sample Health Promoter* (Level 1) Job Description

Reporting

Reports to supervisor

Position Description

The Health Promoter* (Level 1) advises on the development and implementation of program planning and evaluation activities, health promotion strategies and team specific subject material. The incumbent provides advice regarding interpretation of policies, processes and legislation.

***Note:** health promoter positions can have a wide variety of actual job titles. The focus here is describing the work and competency expectations for such positions regardless of what they are called.

Core Competencies

- Public Health Sciences: Key Knowledge and Critical Thinking
- Assessment and Analysis
- Policy and Program Planning, Implementation and Evaluation
- Partnerships, Collaboration and Advocacy
- Diversity and Inclusiveness
- Communication
- Leadership

Responsibilities

Public Health Sciences: Key Knowledge and Critical Thinking

- Provides specialized guidance and recommendations to advise management
- Applies health promotion knowledge and knowledge of public health sciences including population health, social determinants of health, epidemiology and applicable legislation

Assessment and Analysis

- Interprets and analyzes information in order to provide recommendations to supervisor or middle management for policy and/or program development
- Participates in research projects
- Conducts community needs assessments and situational assessments

Policy and Program Planning, Implementation and Evaluation

- Provides specialized guidance and advice on the development and implementation of health promotion programs, policies, processes and objectives
- Collaborates in the development of program planning and evaluation materials
- Plans, supports, develops, implements and evaluates health promotion programs using proven program planning and evaluation tools

Partnerships, Collaboration and Advocacy

- Develops and maintains cooperative and collaborative relationships with internal and external partners
- Participates in team, sectional or divisional projects
- Works to facilitate community mobilization and/or strengthen community capacities to take action on health issues
- Identifies relevant stakeholders and solicits input on public health issues
- Advocates for individuals and communities to improve their overall health

Diversity and Inclusiveness

- Ensures that issues of diversity, ethnicity, language and culture are reflected in health promotion planning and programs

Communication

- Prepares detailed documentation, reports, briefing notes, scoping reviews and statistical analyses
- Develops written and visual communication products such as social media, websites and presentations

Leadership

- Responds quickly and competently to high priority questions and assignments
- May assist supervisor by providing advice, training and/or guidance to staff
- Transfers or seeks to transfer public health knowledge and skills

Qualifications

- University degree in Health Promotion or related health field with health promotion courses
- Minimum 1 year related experience in program planning, development, implementation and evaluation
- Background and understanding of research methods, policy development, analysis and critical appraisal including awareness of evidence informed decision making
- Knowledge of public health sciences including population health, social determinants of health, epidemiology and applicable legislation
- Well-developed and proven written and verbal communication skills
- Knowledge and demonstrated expertise in using key theoretical models of health promotion
- Strong analytical skills to interpret and apply data
- Demonstrated facilitation, partnership/collaboration, project management, planning, problem-solving and organizational skills
- Competence in Windows, Word, Excel, Access, PowerPoint and Outlook programs