



## **Pan-Canadian Health Promoter Competencies' Toolkit: Sample Health Promoter\* (Level 2) Job Description**

### **Reporting**

Reports to management

### **Position Description**

The Health Promoter\* (Level 2) provides research and analysis, project leadership and strategic and policy advice using a broad public health perspective. The incumbent provides expert guidance and advice on the development and implementation of programs, policies, processes and objectives.

**\*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***

- Monitors, identifies, analyzes and provides recommendations on trends, risks and opportunities
- Provides expert interpretation of legislation and internal policies and procedures
- Serves as an expert on complex issues with a broad focus
- Applies advanced knowledge of public health and/or technical knowledge regarding population health, social determinants of health, epidemiology and evidence-informed decision making

**Assessment and Analysis**

- Synthesizes research evidence and participates in research projects
- Interprets and analyzes complex information to provide strategic recommendations that will guide policy and programming decisions
- Analyzes information to identify emerging issues and trends and incorporates relevant findings into recommendations for policy and program development

**Policy and Program Planning, Implementation and Evaluation**

- Monitors, develops, implements and advocates for policies that will have positive population health implications
- Provides expert guidance to the program and evaluation planning process

**Partnerships, Collaboration and Advocacy**

- Develops and maintains cooperative, collaborative and strategic relationships with internal and external partners
- Collaborates with a wide variety of experts, corporate staff and federal, provincial and regional colleagues

**Diversity and Inclusiveness**

- Ensures that issues of diversity, ethnicity, language and culture are reflected in research and policy analyses

**Communication**

- Prepares complex and specialized documentation, reports and statistical analyses
- Synthesizes complex information into a wide range of written and visual communication products such as reviews of research evidence, briefing documents, policy positions and presentations
- Prepares and delivers presentations and represents manager/director/Associate Medical Officers of Health/Medical Officer of Health at local, provincial, federal and international meetings and conferences

**Leadership**

- Acts as a key representative for specific programs, projects and services
- Acts as project manager, committee chair or consultant for divisional or departmental projects
- Acts as a lead in research evidence review processes
- Responds quickly and competently to high priority and complex questions and assignments that may include consultation with Medical Officers of Health and directors
- May assist management by providing work direction, advice, training and/or guidance to staff and students
- Transfers or seeks to transfer public health knowledge and skills

## Qualifications

- Masters degree in Health Promotion or related health field with health promotion courses
- Minimum of 3 years experience in public health and health promotion, preferred
- Strong knowledge in qualitative and quantitative research methods and analytical skills including critical appraisal and appropriate use of evidence
- Demonstrated ability to apply advanced knowledge of public health, health promotion and/or technical knowledge including population health, social determinants of health, assessment of research evidence, epidemiology and applicable legislation
- Demonstrated ability to work in an interdisciplinary setting with a variety of management levels and corporate, community, provincial and federal stakeholders
- Ability to work with a high degree of independence with minimal supervision and competence to establish priorities and balance multiple projects
- Ability to react quickly and carry out work competently under pressure and with minimal guidance
- Knowledge and experience in developing search strategies and assessing, determining relevance, critically appraising and analyzing evidence
- Experience in informing policy development
- Excellent written and verbal communication skills with demonstrated ability to synthesize complex information for a variety of audiences
- Strong facilitation, project management, partnership/collaboration, planning, problem-solving and organizational skills
- Competence in using Windows, Word, Excel, Access, PowerPoint and Outlook programs and reference management software
- Excellent interpersonal skills with the ability to work with a high degree of discretion and diplomacy