

**WINNIPEG REGIONAL HEALTH AUTHORITY**  
**POSITION DESCRIPTION**  
**(Non - Management)**

**DATE:** June 16, 2017

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**POSITION TITLE:** Physical Activity Promotion Coordinator

**JOB CODE:** 30002235

**DEPARTMENT:** Population and Public Health

**UNION:** MAHCP

**SUPERVISOR'S TITLE:** Manager, Population Health Surveillance

**SUPERVISORY RESPONSIBILITIES:**

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**EDUCATION:**

- BSW, OT, PT, BSc PN, RPN, BN, RN, SLP, RD, or related health/human service degree required.

**EXPERIENCE, KNOWLEDGE AND SKILLS:**

- Minimum of four years' experience in a related field is required. Experience in the following areas are an asset; health promotion/active living and the design and delivery of related programs/strategies, expertise in physical activity and health benefits, experience in group facilitation skills, partnership building and mobilizing communities.
- Relevant advanced education/experience related to partnership facilitation, community development, health systems, policy development, evaluation and research (i.e. Developing partnerships and teams; Facilitating Workshops; Evaluation and Research).
- Demonstrated ability to research, critically analyze and synthesize current literature and best practice to support the development of physical activity promotion strategies and action plans.
- Demonstrated ability to express ideas and concepts effectively both orally and in writing to a variety of audiences, including formal presentation and the development and delivery of education and training, composing reports, conducting public consultation and developing resource material.
- Proficient in computer software (Word, Power Point, Excel, Access, Outlook).
- Knowledge and skills in website management
- Ability to integrate computer knowledge to enhance team and partnership communication.
- Excellent written and verbal communication skills for individual, small and large group interactions both within the health region, with community partners and the community at large.
- Knowledge of cultural diversity, health determinants, population health and primary health care.
- Demonstrated ability to develop and facilitate processes and partnerships for program/strategy delivery.

- Demonstrated ability to develop a vision, creatively design, and implement with community partners, programs and strategies.
- Demonstrated ability to negotiate mutually beneficial agreements and to manage change through decision-making, problem-solving, consensus-building and dialogue.
- Demonstrated ability to develop and maintain effective working relationships with individuals, and in the context of families, groups and communities including community organizing, community development, empowerment models and adult education.
- Demonstrated ability to develop and maintain effective working relationships with staff, peers, supervisor, volunteers, and the public.
- The ability to work as team member and manage multiple concurrent tasks is necessary.
- Excellent research, computer literacy, problem solving, presentation, and interpersonal skills are essential.

**OTHER:**

- Must own or have suitable access to transportation for performance of duties.
- Must be able to physically access and work in a variety of community environments.
- Must be willing to flex or bank working days/hours of work to accommodate activities/events that occur during evenings and on weekends.

**LICENCES, REGISTRATIONS:**

- Must be registered with professional association as applicable
- If successful applicant is a Registered Dietitian, must be a graduate of a recognized dietetic internship program accredited by Dietitians of Canada.

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**I. MAIN FUNCTION:**

Physical Activity Promotion is a community wide collaboration to improve health, prevent illness and build community capacity through physical activity. Physical Activity Promotion works towards achieving its vision by following four key components of; working in partnership, building public awareness, using a community based targeted approach and through evaluation and research.

The Physical activity promotion Co-ordinator - reports to the Manager, Population health Surveillance. The co-ordinator will also receive *program* support from Population and Public Health team members and from the Support Committees (i.e. Research/Evaluation and Social Marketing/Communication) in the development, implementation, facilitation, consultation, education, evaluation, and research of physical activity promotion initiatives throughout the Winnipeg Health Region. Key areas the Physical Activity Promotion **Co-ordinator** - will co-ordinate include communications, marketing and promotions and community events and sponsorship.

**II. POSITION DUTIES AND RESPONSIBILITIES:**

- Promote the concept and principles of physical activity promotion across the Region: to improve health, prevent illness and build community capacity through physical activity.
- Act as an expert resource for targeted physical activity promotion initiatives for the Region, providing consultation, advice, direction and assistance to community organizations and partners, targeted groups pertaining to strategies and others, to promote physically active lifestyles.
- Negotiates partnerships, co-sponsorships with the public or other agencies to maximize the vision of physical activity promotion.
- Support in the development, implementation, facilitation, consultation, evaluation, and research of targeted physical activity promotion initiatives across the Region.
- Co-ordinates the development, implementation and evaluation for targeted area strategies.
- Develop and implement orientation and training sessions for professionals and community members on targeted physical activity promotion strategies, resources, etc.
- Support the ongoing development of the marketing of physical activity promotion and its corresponding business plan.
- Recognize the challenges in communicating between many professional disciplines and community partners at all levels.
- Support the implementation of the regional roll out of targeted physical activity promotion initiatives.
- Develop and participate in sound evaluation processes for all targeted physical activity promotion initiatives.
- Support and participate in research projects within the physical activity promotion initiatives.
- Lead in the writing of abstracts, proposals and grant applications.
- Build partnerships within the Winnipeg Health Region and community to promote physical activity for health benefits.
- Liaise with and promote intersectoral partnerships (i.e. housing, education, business community, University of Manitoba, community agencies) in order to enhance physical activity promotion initiatives.

### **SPECIFIC ACCOUNTABILITIES:**

The Physical activity promotion Co-ordinator - provides consultation and support to the physical activity promotion strategy through partnerships and strategy development. The physical activity promotion baseline survey results, research and evaluation guide the strategies and work with community partners and other agencies. The physical activity promotion Co-ordinator requires expert skills in understanding partnerships and how to encourage organizations and agencies to work together towards a shared vision and common goal.

The Physical activity promotion Co-ordinator - ensures a high standard of community participation and service delivery through fostering motivation, participation, consultation, collaboration and providing a vision. The achievement of the standard is rooted in the application of a health promotion model applied to physical activity, using both community mobilization and community development principles.

