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| **Job Description** |
| **Post title** | COVID 19 Community Champions Programme Lead |
| **JE Reference No** | N10773 |
| **Grade** | 10 |
| **Service** | AHS |
| **Service Area** | Public Health |
| **Reporting to** | The post holder will be line managed by the Public Health Advanced Practitioner within the Healthy Communities Strategy & Assurance Team. |
| **Location** | Your normal place of work will be County Hall, Durham but you may be required to work at any Council workplace within County Durham. |
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| **DBS** | This post **is not** subject to a disclosure. |
| **Flexitime** | This post **is** eligible for flexitime. |
| **Politically restricted** | This post **is not** designated as a politically restricted post in accordance with the requirements of Section 1(5) of the Local Government and Housing Act 1989 and by regulations made from time to time by the Secretary of State. |

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| **Duties and responsibilities** |

1. **You will co-ordinate and facilitate the COVID-19 Community Champions programme. This will include:**
* Recruitment and co-ordination of COVID-19 Community Champions, Champions Plus and Champion Organisation Representatives.
* Work with colleagues from Durham County Council and Durham Community Action to recruit and support volunteers, registered with County Durham Together Volunteer Unit and COVID-19 Mutual Aid Groups to become Champions (Plus)
* Engage and work with Voluntary & Community sector, statutory partners and Area Action Partnerships to recruit and support existing volunteers and/or staff members to become Champions (Plus)
* Work with line manager to raise awareness of and promote COVID-19 Champions programme to Durham County Council Elected Members and engage Elected Members as Champions
* Work with Culture Sport & Tourism Volunteer & Skills Team to support individual Champions Plus to register as Durham County Council Culture Sport & Tourism volunteers to access DBS, induction and HR/pastoral programme, training and skills development opportunities.
* Support development of induction, training and ongoing information sharing processes for Champions and Champions Plus
* Deliver regular and ongoing programme of training, engagement and update sessions for Champions and Champions Plus
* Work with Durham County Council digital team to develop and update webpage and keep content factual, fresh and interesting, including sharing good practice, photographs, case studies, video clips and motivational messages
* Work with Durham County Council digital team to develop processes to contact Champions and Champions Plus to ensure they are aware of and have timely access to up to date and changing information and guidance
* Work with Outbreak Control team, and Durham County Council Comms team to develop locally appropriate content and resources for Champions/Champions Plus to access and use
* Respond to and monitor Champions and Champion Plus pledges
* Work with Durham County Council digital and comms teams to keep a high profile of the programme across social media platforms
* Organise and chair regular (currently online) meetings to engage, motivate and update Champions/Champions Plus, monitor activity and share good practice
* Advocate public health principles, wellbeing principles and action to protect and improve health and wellbeing across County Durham
* Support Champions/Champions Plus to identify COVID-19 health and wellbeing related issues, needs, and priorities of the communities
* Support Champions and Champions Plus to develop and carry out activities in local communities and to support the Community Hub e.g. food/essential supplies delivery and the Outbreak Control Team during a local /wider outbreak e.g. awareness raising, information dissemination, myth busting.
* Support Champions and Champions Plus to engage and work with wider community assets and local organisations to extend reach of activities and build local community resilience
* Work with line manager to develop and maintain partnership working with key stakeholders including County Durham Together Community Hub, Durham County Council Outbreak Control, Partnerships, Culture Sport & Tourism Volunteer & Skills, Neighbourhood Wardens, Better Health at Work Award teams, Durham Community Action, Durham Fire & Rescue, NHS Social Prescribing Link Workers, Wellbeing For Life, Clinical Commissioning Group, Tees, Esk and Wear Valley to raise awareness of, promote and recruit to COVID-19 Community Champions programme.
* Work with line manager to mange programme budget and spend against this.
* Support Champions /Champions Plus to have awareness of existing COVID-19 evidence base and national and local guidance, related health and wellbeing issues, local outbreak prevention and containment measures and health inequalities
* Work with line manager to ensure alignment and added value of Champions programme with a relevant range of evidence-based public health programmes and campaigns e.g. winter flu programme, COPD and obesity programmes
* Ensuring that the activities undertaken take full account of the Council’s corporate policies and requirements
* Carrying out monitoring and evaluation of activities and the wider programme and work with line manager to prepare regular reporting mechanisms.
* Co-ordinating and developing Champion and Champion Plus roles that support core outcomes
1. **You will work with partners to:**
* Develop and deliver activities and campaigns to meet COVID-19 public health outcomes
* Raise awareness, promote and proactively engage Champions and Champions Plus from among communities experiencing inequalities, social and clinical vulnerability from COVID-19 and hard to reach groups.
* Actively support and develop the wider public health workforce
* Provide advice concerning inequalities, community needs and evidenced-based policy, strategy and interventions to inform and support delivery
1. **You will provide support to enable people to engage in COVID-19 public health services and activities. This will include:**
* Facilitating targeted delivery in relation to need
* Using a range of methods to engage proactively identify and target communities experiencing inequalities, social and clinical vulnerability from COVID-19 and hard to reach groups
* Ensuring that all programmes are engaging and accessible
* Supporting involvement and consultation on relevant issues, promoting dialogue with community groups by providing regular and appropriate information on programme
* Signposting and supporting Champions and Champions Plus to work with and engage a wide range of community and statutory services
1. **You will increase capacity through training to embed Public Health outcomes. This will include:**
* Ensuring that training provision and support is delivered and targeted appropriately and meets the needs of participants
* Providing advice and training to key strategic groups and organisations to raise awareness of COVID-19 health and wellbeing needs and national and local evidence and guidance.
1. **You will liaise with partner and external organisations to support the delivery of the programme, policies and strategies. This will include:**
* Establishing systems of maintaining communications with partners.
* Engaging with and contributing to any emerging regional and national networks in order to build expertise and share best practice.
1. **You will monitor and evaluate the impact of the programme and interventions. This will include:**
* Seeking to monitor and evaluate the impact of activities and interventions undertaken utilising routine and bespoke information.
* Recording and engagement and retention of Champions and Champions Plus across the County and the diversity of activities

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| **Organisational responsibilities** |

* **Values and behaviours**

To demonstrate and be a role model for the council’s values and behaviours to promote and encourage positive behaviours, enhancing the quality and integrity of the services we provide.

* **Smarter working, transformation and design principles**

To seek new and innovative ideas to work smarter, irrespective of job role, and to be creative, innovative and empowered. Understand the operational impact of transformational change and service design principles to support new ways of working and to meet customer needs.

* **Communication**

To communicate effectively with our customers, managers, peers and partners and to work collaboratively to provide the best possible public service. Communication between teams, services and partner organisations is imperative in providing the best possible service to our public.

* **Health, Safety and Wellbeing**

To take responsibility for health, safety and wellbeing in accordance with the council’s Health and Safety policy and procedures.

* **Equality and diversity**

To promote a society that gives everyone an equal chance to learn, work and live, free from discrimination and prejudice and ensure our commitment is put into practice. All employees are responsible for eliminating unfair and unlawful discrimination in everything that they do.

* **Confidentiality**

To work in a way that does not divulge personal and/or confidential information and follow the council’s policies and procedures in relation to data protection and security of information.

* **Climate Change**

To contribute to our corporate responsibility in relation to climate change by considering and limiting the carbon impact of activities during the course of your work, wherever possible.

* **Performance management**

To promote a culture whereby performance management is ingrained and the highest of standards and performance are achieved by all. Contribute to the council’s Performance and Development Review processes to ensure continuous learning and improvement and to increase organisational performance.

* **Quality assurance (for applicable posts)**

To set, monitor and evaluate standards at individual, team and service level so that the highest standards of service are delivered and maintained. Use data, where appropriate, to enhance the quality of service provision and support decision making processes.

* **Management and leadership (for applicable posts)**

To provide vision and leadership to inspire and empower all employees so they can reach their full potential and contribute to the council’s values and behaviours. Managers and leaders must engage in personal development to ensure they are equipped to lead transformational change; always searching for better ways to do things differently to meet organisational changes and service priorities.

* **Financial management (for applicable posts)**

To manage a designated budget, ensuring that the service achieves value for money in all circumstances through the monitoring of expenditure and the early identification of any financial irregularity.

*The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by your manager.*

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| Person specification |
|  | Essential | Desirable |
| Qualifications | * Training and education in a health or social care related subject.
* A relevant degree, supplemented by public health improvement knowledge, acquired through training, courses and experience.
 | PHE/Futurelearn Psychological First Aid Making every Contact CountSafeguarding Adults and Children |
| Experience | * Experience of delivering Public Health interventions
* Experience of multi-agency working
* Experience of working with external agencies to deliver population level public health programmes
* Writing and presenting reports about public health including to senior audiences
* Supporting the development of health strategies and action plans informed by evidence
* Experience of supporting the systematic delivery
* of public health social marketing and communication campaigns
* Experience of working with local agencies, services and communities
* Experience of effectively communicating with a variety of individuals including volunteers
* Strong group work skills, including the ability to facilitate discussions that reach actionable decisions
* Good self-management, organisational skills and sound report writing skills, demonstrating a capacity to produce high quality written reports and briefing papers.
* Skilled in delivering presentations to a range of audiences and communicating complex information effectively.
* Ability to maintain monitoring records and produce analytical reports as and when required
* Competent IT skills particularly Word, PowerPoint, Excel, Microsoft Teams and Zoom
 | * Experience of project management (including the delivery of targets within a limited timescale)
* Current experience and knowledge of COVID-19 health and related issues
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| Skills & Knowledge | * Knowledge of COVID-19 public health related issues and challenges
* Knowledge of local health needs and priorities
* Knowledge of national strategies relating to behaviour change / health and wellbeing
* Knowledge of high-risk behaviour and the impact on coronavirus and health and wellbeing
* Knowledge of local services to support/signpost partners
* Knowledge of health messages and benefits of changing behaviour
* Excellent communication and interpersonal skills
* Experience of collection and input of data and writing reports
* Commitment to developing knowledge and skills across public health
* Excellent presentation, written and verbal skills
 | * Knowledge of public health principles and actions to protect and improve health, prevent ill-health and address health inequalities
* Awareness of and knowledge of County Durham Local Outbreak Control Plan
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| Personal Qualities | * Excellent interpersonal skills
* Able to work on own initiative and as a member of a team
* Ability to promote fully inclusive services demonstrating a holistic approach
* Able to organise workload, prioritise competing demands and work to deadlines
* Able to maintain confidentiality and security
* Able to engage and motivate a wide range of client groups
* Flexible approach to work
* Committed to the principles of equality and diversity
* Willingness to work flexible hours (including weekends and evenings) and be adaptable
* Full current driving licence or able to meet the travel needs of the post
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