

Simcoe Muskoka District Health Unit

POSITION DESCRIPTION ADDENDUM

For the purpose of describing Program/Function Specific position highlights only
Refer to the Generic Position Description for the full position details and requirements

POSITION TITLE: Program Manager – Health Equity Health Promotion and Communications (DRAFT)

POSITION NUMBER:

DEPARTMENT: Program Foundations and Finance

PROGRAM AREA: Health Promotion and Communications

REPORTS TO: Vice President – Program Foundations and Finance

REVIEW DATE: October 31, 2012

PURPOSE OF POSITION:

The Program Manager – Health Equity, Health Promotion and Communications

- Provides leadership specific to health equity and health promotion across all mandated programs as described in the OPHS.
- Provides management level leadership in guiding the agency in fulfilling the requirements of the Health Equity Foundational standard of the OPHS.
- Facilitates implementation of activities within the agency strategic plan specific to Indigenous engagement.
- Ensures leadership and coordination in public relations, media relations and communications strategies for the agency; and
- Fosters innovation in the agency’s approach to communications and knowledge translation.

PROGRAM SPECIFIC SKILLS & COMPETENCIES REQUIRED:

Education: Baccalaureate Degree (4 year) with preparation in public health, or equivalent as determined by the Department Vice President. Masters Degree in Health Promotion, Behavioural Sciences, or related field is preferred.

Related Experience: 5-7 years’ experience in public health, or equivalent, with leadership responsibilities with a minimum of 3 of those years practicing as a leader and consultant in the area of health promotion including media relations for a public health agency. Prior management experience preferred.

- Advanced knowledge and demonstrated experience in project management competencies
- Advanced knowledge and demonstrated experience in best practices, methodologies, processes and tools for the purpose of health promotion planning and implementation including community assessment
- Advanced knowledge and demonstrated experience in contracting and negotiations, work planning, training, supervision and coordination of staff and budgeting
- Advanced knowledge in Health Equity and advanced understanding of how health inequities impact individuals, groups and populations.
- Advanced knowledge of health promotion theories and strategies and their application
- Advanced knowledge of and demonstrated experience in public health practice and population health,
- Advanced knowledge and expertise in planning comprehensive, multi-faceted health promotion campaigns
- Advanced knowledge of the factors impacting organizations in building relationships with Indigenous communities and groups including trust, mutual respect, understanding and reciprocity.
- Advanced knowledge and demonstrated experience in health promotion theories and strategies and their application; program planning, implementation, evaluation; health communication, community mobilization, community development, social media, advocacy and policy development, and health education; healthy public policy development and analysis of the development of program plans and logic models
- Understanding of the principles, theories and best practices in knowledge management and knowledge translation.

<p>PROGRAM SPECIFIC RESPONSIBILITY (ACCOUNTABILITY)</p> <p>Provide leadership and technical direction to health unit staff including senior management and the Board of Health on policies and strategies that support the application of health equity and health promotion strategies to health unit programs.</p> <p>Liaise and consult with the program managers, senior management, and/or MOH, to ensure health promotion planning & health communications activities address program needs and priorities and to mutually support interdisciplinary program planning, delivery and coordination.</p> <p>Leads and facilitates agency activities that enhances SMDHUs capacity to build and further develop relationships with local Indigenous communities and organizations.</p> <p>Initiate and mobilize effective linkages with public health colleagues, community groups and agencies on the application of health equity principles to health unit and community programs.</p> <p>Coordinate and manage resource requirements for health promotion activities including information, expertise, personnel, stakeholder participation, instruments, technology and other supports.</p> <p>Ensures effective media relations and provides leadership and expertise in communications in response to public health incidents.</p> <p>Provides leadership and coordination of health equity, health promotion and policy development strategies at the agency level across all mandated programs as described in the OPHS.</p> <p>Ensures leadership and coordination in public relations, media relations and communications strategies for the agency.</p> <p>Fosters innovation in the agency’s approach to communications and knowledge translation.</p>
<p>RESPONSIBILITY FOR RESOURCES:</p> <p>Staff: See general description</p> <p>Financial:</p> <p>Information:</p> <p>Materials and Equipment:</p>
<p>EFFORT REQUIRED</p> <p>Mental</p>
<p>WORKING CONDITIONS SPECIFIC TO POSTION:</p>

I have read the Position Description and understand the duties and responsibilities as assigned.

EMPLOYEE'S SIGNATURE: _____ **DATE:** _____

MANAGER'S SIGNATURE: _____ **DATE:** _____

Position Approvals:

VICE PRESIDENTS SIGNATURE: _____ **DATE:** _____
Vice President Program Foundations
and Finance

MOH/CEO SIGNATURE: _____ **DATE:** _____