JOB FAMILIES
Job Title: Physical Activity Specialist

Role purpose:
The postholder is required to undertake specialist public health improvement activities, including designing and implementing interventions, relating to physical activity and healthy lifestyles within the North Somerset Council public health service, working with the public health team, cross-council directorates, professionals and a range of external partners.

The postholder's activities will involve creating work plans or programmes for self and others, that support delivery of Get Active – a physical activity strategy for North Somerset and other strategic plans related to physical activity and health, building on assessment of need. Knowledge and skills focussed on the topics of physical activity, health improvement and health inequalities are required, gained through professional qualifications and/or relevant practical experience.

The role requires the postholder to work unsupervised with the necessity to take the lead in developing a range of interventions with clearly identified outcomes. The postholder may supervise or manage the work of others within an overall management framework.

Typical activities	**Knowledge, skills & experience**
Assess the public health needs of communities in North Somerset relating to physical activity and health improvement and contribute to design, development and delivery of a framework of interventions to meet these needs. Manage and develop a range of physical activity interventions with clearly identified outcomes within an integrated service framework to improve the health outcomes of communities in North Somerset. Review published literature and evidence of best practice and apply findings to the development of physical activity and health improvement interventions.	Qualifications to at least level 4 of the National Qualification Framework relevant to physical activity, health improvement or equivalent vocational qualification with identifiable transferrable skills. National Governing Body, REPS and other physical activity / sport / exercise qualifications are desirable. Approved professional qualification in public health, health improvement or physical activity/sport discipline, and practical experience of translating knowledge into practice. Sound understanding of implementing effective population and community-based physical activity and/or health improvement interventions and the standards, legal

Analyse and interpret data and information across all physical activity interventions and make recommendations to support future decision making. Support engagement with service users, stakeholders and communities in service design and development, to deliver accessible and equitable person-centred physical activity interventions. Provide professional support and advice to partner services as specialists in physical activity to enable them to implement planned interventions to address identified need relating to physical activity and health improvement. Ensure service users and communities are made aware of the physical activity services available to them to address other underlying needs. Establish and maintain appropriate links with other professionals and community groups to encourage a clear understanding of each other's priorities and ways of working. Communicate effectively with multi agency partners, colleagues and service users, both verbally and in writing, within information sharing protocols and record keeping policies. Manage and support providers and volunteers involved across all physical activity programmes to ensure quality and sustainable delivery. Manage service level agreements to ensure standards and expectations from a range of providers are continuously monitored and evaluated. Manage any budgets where the postholder is responsible for the physical activity intervention alongside decision making around spend.	responsibilities, work practices and processes relevant to the role. Understanding of the wider public health context and health inequalities. Demonstrate a good understanding of national and local public health policy. Ability to analyse data and information and the effectiveness of the designated area of work and to make decisions to improve them and relevant outcomes. Experience of supervising/managing others, including volunteers / work experience students, within the same field of work. Knowledge and understanding of safeguarding protocols and the threshold levels for service user groups. Ability to engage with service users and partner agencies within the relevant codes of practice values (dignity, respect etc). Ability to prepare and present evidence clearly and confidently. Ability to manage/organise own work to meet agreed deadlines. Understanding and recognition of professional & personal boundaries.

Design and deliver physical activity focussed training (using guidance and research from OHID, NICE, Sport England) to professionals across a range of community and healthcare settings to heighten the importance of physical activity intervention within public health. Training will inform how professionals and volunteers can support the reduction in inactivity levels and reduce health inequalities through physical activity. As physical activity specialists offer continued support and professional advice on physical activity to a wide range of professionals in healthcare and community settings including the interpretation of the Chief Medical Officers physical activity guidelines in the context of different working environments. Maintain confidential data and records across all programmes in line with GDPR. Contribute to the development of public health resources and campaigns, ensuring supporting information and materials are available to partner agencies and service users. Establish and maintain appropriate links with other professionals to encourage a clear understanding of each other's priorities and ways of working. Communicate effectively with multi agency partners, colleagues and service users, both verbally and in writing through appropriate information sharing protocols and record keeping policies. Support aspects of public health interventions that focus on health improvement when required and any other roles commensurate with the grade.	

Performance measures	**Competencies**
Quantifiable objectives ~ E.g. Development of intervention(s); impact evaluation of interventions; quality of records and data Feedback from service users, colleagues and partner agencies Line manager assessment	Team Working ~ cooperation and flexibility, follows principles of integrated working, sharing best practice to develop self and others Service user/ outcome focused ~ delivery of service achievement of results through appropriate decision making, evidenced based interventions Problem solving & initiative ~ develops solutions, makes links between identified potential issues and possible solutions. Planning & Organising ~ Prioritises work, organising work for self and others Business Awareness ~ understands the role of others in relation to the impact on own role and recognises how decisions made in other areas can impact on theirs.

Equality and Diversity
We expect all employees to act professionally and to treat colleagues and the public with dignity and respect. This means setting a strong personal example of good equality and diversity practice at all times and ensuring they are sensitive to the needs and views of others and reflect this in the way they behave. Managers have additional responsibilities of managing others effectively by recognising and valuing each team member as an individual and always challenging inappropriate language and behaviour.

Health and Safety
We all have a responsibility to work within health and safety legislation, associated codes of practice, North Somerset Council's policies and procedures and our local safe systems of work and emergency arrangements.

Continuous Development
Our jobs and the way we do things evolve over time and we need to keep abreast of new technologies, legislation and methodologies for our own subject areas. We are responsible for reviewing and developing our own professional practice.