
Your job

Job Title: Community Health Improvement Locality Co-ordinator

Service: Be Well

Grade: G7

Reporting to: Community Health Improvement Locality Manager

Wigan Council is a high performing, nationally recognised council with a strong track record of delivery. Our strategic priorities are driven by the Progress with Unity plan which represents a new movement for change for the next decade. It builds on the successes and opportunities created during the last 10 years but also the lessons we have learned along the way.

We know that the world around us has changed significantly and the challenges and opportunities that our communities are living through requires a bold response. As a partnership between residents, businesses, public services and community organisations we have reflected deeply on what our strengths are - but also where we have not gone far enough or had the impact we had hoped for.

Two key missions have been identified that the council and its partners are committed to delivering:

Create fair opportunities for all children, families, residents and businesses

"Together, we will break down the barriers that create financial, health, education and environmental inequalities in our borough."

Make all our towns and neighbourhoods flourish for those who live and work in them

"Together, in genuine partnership with our residents and businesses, who know our communities best, we will help each town and neighbourhood in the borough to celebrate and maintain their identity whilst understanding and helping to achieve what is needed to thrive."

The missions will be underpinned by action-plans that will focus on community wealth and health building, tackling inequalities and supporting communities to fulfil their potential.

You will form part of a Community Health Improvement team inclusive of Community Health Improvement Coaches, Community Link Workers and Care Co-Ordinator's. As a Community Health Improvement Locality Coordinator, you will lead efforts to build healthier communities by coordinating health advocacy initiatives and community engagement projects across Be Well, Public Health, Primary Care, Secondary Care and the VCSFE sector. The role is central to our commitment to Progress With Unity – working together across sectors and with residents to make long lasting change.

You will engage communities across Wigan, ensuring co-production and inclusion of diverse voices to shape initiatives focused on prevention, wellbeing and community empowerment. You will work collaboratively with local organisations, schools, voluntary groups and health services to promote health equity and reduce health inequalities. You will lead on targeted outreach campaigns to improve the health of communities and evaluate the impact of interventions, preparing reports and recommendations to inform future planning.

You will lead targeted campaigns which promote healthy behaviours across several topic areas; food and nutrition, stopping smoking, falls prevention, mental wellbeing, physical activity and the social determinants of health. You will build trust and resilience with residents creating asset-based community delivery models (ABCD).

You will lead on the coordination of volunteers and community champions to build local capacity and ownership of health initiatives delivering a holistic, person-centered offer, targeting the cause of the causes' and targeting areas and populations within the borough based on inequalities data and local insights. You will provide a breadth of expertise in health improvement as part of a wider neighbourhood approach and offer.

Through 'Progress with Unity' we will strengthen the way we work through the following six tried and tested ways of working to achieve long-lasting change.

- **See the person**
- **Listen deeply**
- **Know this place**
- **Do the right thing**
- **Connect to neighbourhoods**
- **Show our love and pride**

The Council is committed to complying with European General Data Protection regulations (GDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance

in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection regulations.

Wigan Council is an active, strong, and committed corporate parent. As a priority, all employees have a responsibility towards the children we look after and care leavers, not just those employed by the Children's Directorate

In this job you will:

In the next 12 months, you will:

- Gain an in-depth understanding of the Community Health Improvement strategy and Wigan's health and wellbeing priorities.
- Conduct a community health improvement asset mapping exercise and needs analysis, identifying key health inequalities across neighbourhoods.
- Attend local events and forums to establish a visible presence and to engage effectively with the local community, including partners, voluntary sector organisations and community groups to build and sustain robust relationships / networks.
- Work with community members to co-design and produce health improvement projects aligned with local priorities.
- Scale up successful pilots, refine and expand successful initiatives across neighbourhoods and priority groups.
- Develop community champions; recruit and train local volunteers or peer mentors to lead or support health improvement efforts.
- Deepen collaboration with schools, housing, libraries, primary care, secondary care and workplaces.
- Evaluate impact, measure outcomes of key projects using both quantitative and qualitative data; share learning with the wider team.
- Play an active role within local communities to break down barriers and proactively build relationships, developing an in-depth knowledge of service and assets with voluntary and community-based organisations.
- Embrace change and new ways of working driven by the progress with unity missions and ways of working.

On an ongoing basis you will:

- Co-design, implement and monitor localised health improvement programmes that align with Wigan Council's Progress With Unity Strategy.
- Work closely with key partners who can influence the Health Improvement and Inequalities programme across the system,

including Primary and Secondary Health care, Local Authority, and VCFSE sector.

- Maintain strong working relationships with community groups, health services, voluntary sector partners and residents to ensure collaborative delivery and shared ownership of health priorities.
- Continually include residents in shaping, evaluating and sustaining health initiatives – ensuring that lived experience informs every stage of programme designs.
- Support community empowerment. Train and mentor local volunteers, peer supporters and community champions to build skills and leadership capacity within neighbourhoods.
- Focus on underserved and vulnerable groups, tailoring approaches to reduce barriers and promote equity.
- Collect and analyse data to assess progress, report on outcomes and adapt interventions based on evidence and community feedback.
- Advocate for and embed preventative health behaviours across council services and community hubs capitalising on local campaigns.
- Support the improvement of health outcomes and reduction in health inequalities in line with local and national priorities and strategies.
- Support primary and secondary prevention across a range of health improvement areas utilising tools and techniques in a person centric approach.
- Apply health coaching techniques to influence, persuade and negotiate change across communities and organisations.
- Work within priority settings (primary & secondary health care, early years and education, workplaces, VCFSE) to deliver health advocacy.
- Coordinate inclusive opportunities to make it easier for residents to be more active and move more and connect to the assets within their neighbourhood.
- Advocate the use of emerging Digital solutions across our neighbourhood's and use digital opportunities to maintain accurate and up to date monitoring information and records of activity.
- Deliver talks, presentations, and health promotion activities to professionals, colleagues and residents.
- Have a flexible attitude with an ability to work independently or as part of a Be Well team across various settings including evening and weekends.
- Work within ethical and professional boundaries while promoting population health and wellbeing and addressing health inequalities.

- Support the Community Health Improvement Locality Manager where necessary.
- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules.
- Undertake any other duties as requested by management that are commensurate with the grade and post.

In this job you will need:

You must be able to demonstrate the following essential requirements:

- GCSE grades 9*- 4, GCSE Grade C or above Mathematics and English or equivalent e.g. Functional Skills Level 2 Mathematics and English.
- Educated to level 3 or equivalent experience.
- Have a recognised health coaching qualification or be willing to achieve within first 6 months
- Experience of working collaboratively with a diverse range of partners
- Experience of working with a variety of people (adults, children and families) including those with long term conditions.
- Proven experience working with community groups, voluntary organisations, clinical/nonclinical
- Knowledge about the local neighbourhoods and profiles
- Knowledge of health & safety requirements in relation to processes for risk assessments, inclusive of venues and home visits.
- Ability to communicate clearly and effectively both orally and in writing.
- Ability to use appropriate IT systems including Microsoft Teams, Excel, Outlook, PowerPoint and Word.
- Ability to demonstrate a clear understanding and ability to work as part of a team and prioritise work.
- Ability to organise and take responsibility for own workload and meet deadlines.
- A current first aid qualification
- Flexibility to work across weekends and evenings and the ability to travel efficiently around the Borough

Our Culture

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to display our **TeamWigan** behaviours.

Be Positive	“ Take pride in all that you do and support and develop yourself and others. ”
Be Accountable	“ Be responsible for making things better, enabling change and supporting improvement. ”
Be Courageous	“ Be open to doing things differently and working collaboratively with others. ”
Be Kind	“ Be helpful, generous and thoughtful towards yourself and others. ”