



Your job

Job Title: Be Well Community Health Improvement Locality Manager

Service: Be Well

Grade: G9

Reporting to: Community Health Improvement Development & Operations 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."

These 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.

As a Community Health Improvement Locality Manager you will lead targeted health advocacy initiatives, tackling key public health priorities such as food and nutrition, stopping smoking, falls prevention, mental wellbeing, physical activity and the social determinants of health.

You will develop and deliver programmes aligned with Wigan's Progress with Unity approach, reducing health inequalities across communities and leading on place-based health initiatives, ensuring local priorities shape service delivery. You will coordinate and line manage Be Well Community Health Improvement Locality Co-ordinators and Coaches including a team of Community Link Workers and Care Coordinators across a neighbourhood setting to deliver impactful, community led health improvements.

You will act as a visible and influential health improvement advocate across the borough, ensuring the voice of the community informs future health policy and programme design. You will strengthen partnerships with the NHS, voluntary organisations and community groups to co-deliver and co-create cohesive health and wellbeing strategies and asset-based community delivery models (ABCD). You will work with advocacy groups, public health officials and community members to understand context and impact.

Using population health data and data driven insights you will identify health inequalities and tailor initiatives to meet the needs of diverse communities. You will ensure residents have a voice in shaping local health services. You will take responsibility for designated neighbourhood and specialist delivery themes. You will evaluate and assess the effectiveness, impact and overall success of programmes and campaigns designed to influence public health policy and behaviour, presenting findings in reports and presentations, and providing actionable recommendations to take forward.

As a leader you will motivate and inspire the Community Health Improvement workforce and external partners to commit to collaboration and co-production of health and wellbeing programmes that change lives and communities embedding the six ways of working into daily practice:

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

The hours of the role are in accordance with the needs and demands of the service, regular evening and weekend work are part of the requirements of the post. A full driving licence and use of a vehicle is essential.

Mandatory Statement

The Council is committed to complying with European General Data Protection regulations (UKGDPR) 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:

- Be responsible for the management and delivery of health improvement within your neighbourhood.
- Coordinate the operational delivery, implementation and maintenance of service standards, objectives and outcomes that support our delivery of Progress With Unity.
- Contribute fully to the business strategy and population and public health outcomes framework.
- Implement and coordinate health improvement initiatives within neighbourhoods, focusing on the top 20% most deprived areas.
- Have flexibility to work across other areas of the Borough to meet demand as directed by the Senior Management Team, for example, to tackle a specific health inequality or resource shortage in another Neighbourhood.
- Advocate cultural change and reflective practice across the workforce through embedding practices such as Schwartz rounds.
- Responsibility for meeting compliance, standards and quality on a day-to-day basis and regular reporting on performance.
- Identify efficiencies within your service area and effectively managing resources to ensure best value.
- HR management of the team including training and skills development and appraisals.

- Dealing with client/ resident/ patient issues through robust service user evaluation.
- Contribution to product development, attendance and involvement with project teams relating to specific skills.
- Marketing and promotion of the range of services in collaboration with colleagues across Be Well and our communities.
- Lead and manage client /resident/partner liaison and relationships.
- To provide a strong lead and commitment to the Be Wigan behaviours and asset-based approach.
- Provide professional and subject specific technical / operational expertise and guidance.
- Contribute to the annual planning cycle.
- Contribute to project teams as required and appropriate.

On an ongoing basis, you will:

- Act as a leader and conduit for health improvement and enhance links between Be Well, Public Health, Primary Care Networks and the VCFSE sector.
- Be an active member of Managers' Forums.
- Be an ambassador for Be Well ensuring appropriate representation and effective networking at a local, regional, and national level.
- Undertake continuing professional and personal development as considered appropriate.
- Line manage Be Well Community Health Improvement staff including Locality Co-ordinators, Community Link Workers and Care Coordinators.
- Ensure that minimum standards of compliance and quality are met by all services to ensure a consistent offer for all residents.
- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules.
- Implement and maintain health and safety service standards, objectives and targets that support the delivery of products, services, and staffing.

In this job you will need:

You must be able to demonstrate the following essential requirements:

- A relevant degree or equivalent experience in Health Improvement
- RSPH Understanding Health Improvement Qualification or equivalent

- Level 3 Team Leading Qualification or equivalent
- A recognised teaching qualification to facilitate and deliver health improvement training courses to partner and VCSFE organisations including residents and other health professionals.
- Excellent project management experience and skills with a strong track record of delivery, preferably within the health and wellbeing and community development sectors.
- Considerable experience working collaboratively with an extensive and diverse range of partners from the public, private and voluntary sectors.
- Understanding of barriers to engagement and the implications of delivering safe, effective, and appropriate Health Improvement opportunities.
- Excellent written and verbal communication skills, together with exceptional organisational skills and the ability to work at pace and meet deadlines.
- A genuine commitment to embedding a person-centred and asset-based approach.
- The ability to lead and inspire a team of staff and volunteers.
- Ability to negotiate, persuade and influence organisations and communities effectively.
- Advanced IT skills including the full use of the Microsoft Office Suite
- Demonstrated commitment to continuous improvement and quality assurance.
- Knowledge and awareness of health and safety issues, codes of practice, policies and procedures relevant to work area.
- Knowledge and awareness of safeguarding principles and latest practice and procedures relevant to work area.
- Hold a current valid driving licence or can demonstrate the ability to travel as required using own or public transport in the most effective manner, to access several sites, across the borough.
- An ability to work flexibly including evenings and weekends and be able to support staffing and/or management challenges during unsociable hours.

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. ”