

Health & Wellbeing Community Connector

Job Description and Person Specification

Directorate:	Communities	Service:	Leisure, Healthy Lifestyles & Communities
Responsible to:	Sport, Health & Activities Officer	Responsible for:	
Grade:	5		
Location:	Civic Centre, Poulton le Fylde		

Job Purpose:

- To work with council staff, local partner agencies, the Voluntary, Community and Faith Sector (VCFS) and residents to increase community awareness of preventative health initiatives including:
 - Smoking cessation
 - Services supporting people's mental health
 - Health & Wellbeing activities
- To develop knowledge about the barriers in various communities to accessing preventative health options and to work with those communities to overcome them.
- To conduct community outreach at the heart of different communities across Wyre to promote, motivate, encourage and signpost people to a variety of community-based support interventions.

Key Tasks & Responsibilities:

Main Duties/Responsibilities:

- To work in specified targeted wards where smoking prevalence is highest in Wyre to encourage and where appropriate, persuade residents to access the prevention of ill health services, including:
- Lancashire County Council's Local Stop Smoking Service, (Smoke Free Lancashire) to:
 - Increase the number of smokers accessing the service
 - Increase the number of smokers setting a quit date
 - Increase the number of smokers quitting

- Reduce smoking prevalence in Wyre
- To work with residents to ensure that they have information and access to local tailored support, with a specific focus on stopping smoking through Smoke Free Lancashire.
- To provide advice, information, and signposting to support which is close to where people live utilising a place-based approach that links with community assets and the Smokefree Lancashire service using a strengths-based approach.
- Deliver interventions that are evidence based and connect residents with their communities including ongoing peer support.
- To collect relevant monitoring and evaluation data to enable the analysis of Wyre's performance data
- To develop links with the VCFS in the targeted wards to utilise their reach into communities to assist with increasing the take up of prevention related services that improve quality of life.
- To work collaboratively with external partners such as NHS Primary Care Networks and their Social Prescribers, housing providers, Lancashire County Council and voluntary sector providers of services to develop an understanding of the barriers to people accessing preventative health and wellbeing services.
- To regularly attend community events, drop ins and meetings across different communities in Wyre to promote and engage with local people to have health related conversations.
- To support the development of initiatives and changes to service delivery in response to the barriers identified.
- To work with the wider Leisure, Healthy Lifestyles and Communities, Care & Repair and Housing Teams to share knowledge of initiatives, events and signposting opportunities in Wyre.
- To support people to access the many health initiatives already delivered or commissioned by the Council, such as the Wyre Healthy Weight programme, the Work Well programme, the bike repair workshop, exercise referral and other health focussed initiatives.
- To be responsible for ensuring pop-up events across Wyre are delivered effectively and to manage a small budget, as agreed with the Sport, Health and Activity Officer.
- To provide regular work updates and reports to the Sport, Health and Activity Officer.
- To handle and process personal information in-line with GDPR regulations.

Corporate Responsibilities:

The postholder will be expected:-

- To adopt a flexible approach to changing patterns of work and undertake such other duties as are consistent with the job purpose and grade of post.
- To promote best practice in meeting the requirements of Health and Safety legislation and Council policies and compliance with other relevant statutory legislation.
- To carry out duties in accordance with the Council's policies on equality, diversity and inclusion.

- To accept that everyone has a right to their distinct identity, treating everyone with dignity and respect and ensuring that what our customers tell us is valued by reporting it back into the organisation.
- To provide quality services that are what our customers want and need, giving customers the opportunity to comment or complain if they need to, working with them to identify what needs to be done to meet their needs and informing managers about what customers say in relation to the services delivered.
- To develop oneself and others making every effort to access development opportunities and contribute effectively by participating in the Council's performance management scheme.
- To be responsible for data quality.
- To demonstrate a high standard of probity in the use of council resources and where a nominated budget holder manages spending within available resources.
- To support the delivery of the Council's Climate Change Strategy and Action Plans to achieve net zero in 2050.

QUALIFICATIONS	ESSENTIAL/ DESIRABLE	ASSESSMENT METHOD
Level 3 Qualification in a relevant subject (e.g Health, Communities or related field)	Essential	Application
A degree (or equivalent) in a relevant subject (e.g Health, Leisure or related field)	Desirable	Application
Good general education with English and Maths GCSE Grade A-C	Essential	Application
Knowledge of Health and Safety in relation to community working	Essential	Application/Interview
Brief Intervention training, such as Making Every Contact Count, stop smoking advice etc	Desirable	Application/Interview

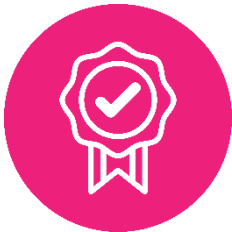
SKILLS	ESSENTIAL/ DESIRABLE	ASSESSMENT METHOD
Knowledge of the barriers linked to people accessing preventative health initiatives.	Essential	Application/Interview
Ability to learn specialist knowledge and apply new information into practical settings. Topics will include the cessation of smoking,	Essential	Application/Interview
Ability to create and maintain strong networks in community settings.	Essential	Application/Interview
Good verbal and written communication skills	Essential	Application/Interview

Excellent interpersonal, communication, problem solving, team working, organisation and decision-making skills	Essential	Application/Interview
Have a sound knowledge of the importance of health and wellbeing in helping to boost and maintain positive mental and physical wellbeing	Essential	Application/Interview
Ability to prioritise, plan and co-ordinate work plans, and multi-task	Essential	Application/Interview
Excellent motivational skills and ability to encourage/persuade individuals	Essential	Application/Interview
Knowledge of the local demographics and health inequalities in Wyre	Desirable	Application/Interview
Knowledge of the wider determinants of health and how to promote behaviour change	Desirable	Application/Interview
Ability to support and manage a small budget	Desirable	Application/Interview
Basic knowledge of IT	Essential	Application/Interview

EXPERIENCE	ESSENTIAL/ DESIRABLE	ASSESSMENT METHOD
Experience of delivering projects and interventions in community settings	Essential	Application/Interview
Experience of partnership working with stakeholders and in communities	Essential	Application/Interview
Experience of creating work plans and completing reports in line with work plans/strategies	Essential	Application/Interview
Experience of handling data in accordance with GDPR regulations	Desirable	Application/Interview
Experience of managing a small budget	Desirable	Application/Interview
Experience of using the press/media to promote activities	Desirable	Application/Interview

ADDITIONAL REQUIREMENTS	ESSENTIAL/ DESIRABLE	ASSESSMENT METHOD
Demonstrate commitment to equal opportunities together with a clear appreciation of equalities issues	Essential	Application/Interview
Regular and reliable service	Essential	Application/Interview
Demonstrate behaviours that support our values	Essential	Application/Interview
A current Enhanced DBS certificate for working with vulnerable adults, or an ability to obtain one.	Essential	Application/Interview
To be able to work evenings and weekends when required.	Essential	Interview
Commitment, drive and enthusiasm.	Essential	Interview
A commitment to creating equality in service delivery and in the workplace	Essential	Interview
Driving licence and own car.	Essential	Interview

**Our Values are key to delivering our vision, plans and strategies.
All Behaviours listed are essential to the post.**

			
Professional	Innovative	Collaborative	Customer focused
In being professional we...	In being innovative we...	In being collaborative we...	In being customer focused we...

• Have pride in how we represent the council • Treat people with respect and consideration • Are conscientious and carry out our work to a high standard • Carry out our work activities in an honest and ethical manner	• Proactively embrace change and learn from our mistakes • Challenge and constructively question existing processes • Make best use of our resources to provide excellent services • Encourage creative thinking with colleagues and peers	• Communicate effectively with colleagues and stakeholders • Develop productive relationships and achieve the best results • Recognise and embrace the knowledge and skills of others. • Embrace the concept of one team one council and all work together	• Strive to provide excellent services • Understand our customers' needs and consider things from their perspective • Effectively communicate and manage expectations • Actively seek ways to maximise customer satisfaction
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Special Conditions:

(e.g. Weekend work, shift allowance, car/mileage allowance)

- The council operates a strict non-smoking policy.
- Casual car user allowance. Casual Car User's will be paid at the middle band. You will be required to provide your own means of transport.

Prepared by: Carol Southern

Date: June 2026

Post Holder Signature:

Date: