



JOB DESCRIPTION

Job Title	Older People Physical Activity Manager
Reports to:	Senior Operations Manager
Salary Grade:	£25,000 - £28,000 per year
Main Purpose of job:	
To amplify the messaging around the beneficial effects of physical activity on long term conditions for older people and embed physical activity into the primary care and adult social care systems through training, resource development and relationship building.	
Main responsibilities and duties:	
<ul style="list-style-type: none">• Identify, maintain and build excellent relationships across the health care professionals and other community organisations in West Somerset to maximise the reach of the #weareundefeatable campaign.• Work in partnership with other organisations, charities and statutory agencies to strengthen messaging around physical activity and identify gaps through training and other means.• Provide training for relevant groups within the community to increase awareness of the benefits of physical activity for the target groups.• Undertake regular focus groups with relevant audiences, including carers where appropriate, to provide insight into key activation measures and / or measurement of campaign reach.• Participate in one to one and group meetings to explain and influence people and organisations long term participation in the campaign.• Understand the challenges of influencers and identify ways of better addressing those needs• Ensure that the signposting directory of services for the #weareundefeatable campaign are up to date and relevant and to advertise these to the appropriate professionals and community leaders.• Promote Moving Medicine and Active Practices across West Somerset• Organise and where necessary work with others to create training resources and other collateral to embed the campaign in the area• Assist with the management of the social media of West Somerset #weareundefeatable ambassadors• Undertake significant PR work with local media outlets• Link with Living Better teams, link with other community settings and deliver training, social and other media contact as well as creating key collateral to sustain the project impact.• Monitor and evaluate the uptake of the campaign	

Person Specification

Post: Older People Physical Activity Officer

		E/D	Method of Assessment
Qualifications and Training	<ul style="list-style-type: none"> Degree or equivalent professional qualification in a relevant field e.g. public health, health promotion, nutrition 	D	Application Form Interview
General Experience	<ul style="list-style-type: none"> Experience of working with other organisations and agencies Experience of project management and partnership working Experience / understanding of the challenges and barriers relating to older people Experience of working with and supporting volunteers Knowledge and understanding of benefits of physical activity and a healthy lifestyle with a focus on older people Knowledge and experience of working in or with primary care Experience of delivery of physical activity and / or sport in a number of setting Knowledge of leisure services Understanding and experience of challenging stigma and discrimination Experience of training delivery and / or creating training resources 	E E E E E D D D D	Application Form Interview
Skills and Abilities	<ul style="list-style-type: none"> Ability to communicate effectively with a range of individuals from all organisations at all levels Computer literate, able to use Word documents, spreadsheets, access database, internet and email communication Ability to adapt to changing or conflicting priorities Ability to meet deadlines Ability to work with minimum supervision, managing time, work commitments and priorities Ability to analyse and interpret data 	E E E E E E	Application Form Interview
Personal qualities	<ul style="list-style-type: none"> Good verbal, written and personal communications skills Good organisational skills Ability to take on unscheduled tasks and work under pressure 	E E E	Application Form Interview

	<ul style="list-style-type: none"> • Ability to work as part of a team or independently 	E	
Other	<ul style="list-style-type: none"> • Car driver or otherwise mobile with appropriate business insurance (generic to all posts requiring mobility) • Able to attend evening/weekend meetings and events 	E E	Application Form Interview

E = Essential D = Desirable

Agreed that the job description is a firm and accurate statement of the requirements of the job.

Job Holder..... **Date**.....

Line Manager..... **Date**.....

Senior Manager..... **Date**.....