



POSITION DESCRIPTION

Title of Position Health Promotion Lead – Māori	Date August 2024
Location Virtual Office	Responsible to Executive Director
Direct Reports N/A	Limits of authority/financial approval N/A
Key Relationships	
Internal: Executive Director Members of the Health Promotion Forum (HPF) Operations Team Kaumatua HPF Board HPF Reference Groups HPF Tutors HPF Advisors, Contractors and Sub-Contractors	External: Members of HPF Other public health providers especially those working to improve the health of Māori. Education and training organisations and other community organisations. Ministry of Health, <i>Te Whatu Ora</i> Other HPF stakeholders and other key stakeholders working to improve Māori health
<p>Our values and purpose: Hauora – everyone’s right</p> <p>Health promotion works to enable people to take greater control of their health, and to enjoy Hauora - holistic health and wellbeing. The Health Promotion Forum (HPF) takes a broad approach to health promotion and is committed to Te Tiriti o Waitangi, improving the determinants of health, and social equity. Hauora is a taonga, a fundamental human right founded on respect for the mana of people. For all people to enjoy their right to Hauora, they need to be treated with fairness and respect, participate in decisions affecting their wellbeing, and live in a healthy environment.</p> <p>As stated in its Strategic Plan, HPF’s overall goal is to promote Hauora as everyone’s right. To achieve this, HPF develops and offers leadership, develops strategic partnerships and relationships, strengthens, and builds the health promotion workforce, and develops as a healthy and sustainable organisation.</p>	

Purpose of Position

To lead and facilitate HPF's health promotion education and training work, especially our workforce development programme, with an emphasis on activities which improve the health of Māori.

Considering the evolving technological landscape and the shift to 'work from anywhere' settings, online learning will be the primary mode for training the health promotion workforce and its sector. However, when needs arise, and proven to be more effective, in person training and meetings will be held.

Given this is a .5FTE role, a specific schedule of responsibilities is provided to guide the focus of position.

Principal Accountabilities

- Strategy and Planning
- Leadership and Relationship Management
- Workforce Development, and Other Services
- Change Management
- Organisational Development, Reporting and Management of Budgets
- Professional Development.

1. Strategy and Planning

- a) Contribute to, facilitate and support, the development and implementation of strategies to support and strengthen the application of Te Tiriti O Waitangi to health promotion practice and throughout all the work of HPF.
- b) Contribute to, facilitate, and support, the development and implementation of HPF strategies which aim to strengthen the effectiveness of health promotion practice in Aotearoa New Zealand
- c) Facilitate the regular review and ongoing development of the HPF strategy to develop Māori health promotion practice and the Māori health promotion workforce
- d) Develop strategic relationships with Crown, NGO and other stakeholders with special emphasis on Māori organisations.

2. Leadership and Relationship Management

- e) Provide leadership for the HPF's health promotion activities, including Māori development, in conjunction with the other members of the HPF Operations Team, and including facilitation of the implementation of the HPF strategy to develop Māori health promotion practice and the Māori health promotion workforce.
- f) Provide advice and support for the HPF Operations Team on matters to do with Kawa, Tikanga and Te Reo as appropriate, including seeking advice on these matters as appropriate.
- g) Develop and maintain key strategic relationships with health promotion and public health organisations, networks and other key stakeholders, special attention to Māori networks, organisations, and groups.
- h) Facilitate and contribute to the identification of, and strategic responses to, emerging issues relevant to the practice of health promotion and the achievement of public health outcomes, including supporting the further development and strengthening of Māori health promotion models and rights-based approaches, and strategies which enable identified Māori communities and less advantaged communities to use health promotion approaches to improve hauora.
- i) Encourage and support strategic partnerships and relationships across the health promotion sector, especially those which may improve the health of Māori
- j) Provide secretariat support and advice to the HPF Māori reference group.
- k) Provide secretariat support and advice to Te Komiti Māori
- l) Provide secretariat support and advice to Board committees where appropriate.

3. Workforce Development, Training and Other Services

- m) Lead and facilitate activities that contribute to the development of a competent, effective and sustainable health promotion workforce in New Zealand, with special emphasis on the Māori health promotion workforce
- n) Lead and facilitate activities that contribute to the development of public health environments that will grow and develop the health promotion workforce in New Zealand, with special emphasis on the Māori health promotion workforce
- o) Initiate, plan, lead and facilitate training and development initiatives, hui, workshops and other meetings that upskill the health promotion workforce, especially in Māori health promotion practice and for the Māori workforce
- p) Lead the development of a professional society or body of health promoters in Aotearoa New Zealand
- q) Lead the development of other opportunities for professional development of the workforce, especially the Māori workforce, including networking, mentoring and supervision
- r) Lead and facilitate other activities that develop the competency and effectiveness of the health promotion workforce in improving the health of Māori
- s) Contribute to and support HPF services in communication and information
- t) Encourage development of regionally based networks and services

4. Change Management

- u) Develop and nurture working relationships with internal and external stakeholders to effect changes in health promotion that improve equity and health for Māori and less advantaged communities and groups.
- v) Support and facilitate change initiatives that support the vision and goals of HPF and improve health outcomes.
- w) Act as an effective 'change agent' within the strategic framework of HPF

5. Organisational Development, Reporting and Management of Budgets

- x) Participation and contribution to team meetings, organisational planning and development and the organisation's continuous improvement strategy.
- y) Develop and implement budgets appropriate to the position and in collaboration with the Business Manager and Executive Director.
- z) Participate in regular and timely reporting mechanisms developed in collaboration with the Executive Director.

6. Professional Development

- aa) Participate in ongoing education and professional development activities including attending conferences and other training opportunities.
- bb) In collaboration with the Executive Director and the Human Resources Advisor, develop and follow an annual plan for professional development including supervision.

KNOWLEDGE, SKILLS, ATTRIBUTES, QUALIFICATIONS AND EXPERIENCE

Skills based attributes

- Sound understanding of health promotion and public health
- Proven competence in health promotion practice, and teaching of health promotion
- Strong understanding of Māori development, including of Tikanga, Kawa and Te Reo
- Knowledge and understanding of Māori dynamics appropriate to different contexts
- Well-developed political analysis and attunement to public, social and political environments
- Ability to work well in teams and contribute to small and large groups
- Capacity to work effectively in a range of contexts
- High quality communication skills, both written and verbal, preferably in both English and Te Reo
- Professional integrity and commitment, including keeping oneself up to date with health promotion knowledge
- Demonstrated ability to network, share information, build support for change, and bring together diverse groups of people together to achieve outcomes
- Skills in co-ordinating projects and complex tasks in both virtual and physical environments
- Ability to translate strategy into plans and actions
- Ability to work under pressure and meet tight deadlines
- Sound time management and administrative skills
- Understanding of budgeting, contracting and reporting processes in a small organisation would be an advantage
- An intermediate to advanced level of digital fluency in digital platforms and tools

Person related attributes

- A sound understanding of the commitment to the values and culture of the organisation including Te Tiriti o Waitangi and hauora as everyone’s right
- Tolerance and sensitivity to people from diverse backgrounds and situations, with strong concern for the well-being of other people
- Strong personal networks among Māori, and in other relevant areas
- Highly self-motivated, able to move between a team and individual environment
- Ability to self-manage, carry responsibilities, make decisions, work well under pressure, be flexible and adaptable.
- Commitment to hauora includes personal endeavours to look after wellbeing of oneself and family
- Ability to work productively in time of uncertainty and changing environments, and towards long term outcomes
- Sound judgement and creativity
- Willingness and ability to critically reflect on own practice
- Sense of humour
- Prepared to work flexible hours with some travel in the region and nationally and occasional evening and weekend activities

Qualifications and experience

- Tertiary level qualification(s), ideally with advanced qualifications in health promotion.
- Track record of experience, skills, knowledge in health promotion, and teaching health promotion, reflecting the competencies set out in *HPF Health Promotion Competencies 2012*
- Experience in Māori development, workforce development and/or in education would be desirable.
- A driver’s licence is desirable.

Agreed by Executive Director

..... Date

..... Employee

..... Date

**Schedule of Responsibilities
Health Promotion Lead, with Maori Development**

August 2024

Guided by the Position Description above, the following areas of responsibilities are specified for the focus of the position, especially on delivering outcomes specific in the HPF Work Plan

Areas	Tasks	Remarks
Strategy and Planning		
	Please refer to full JD above	
Leadership and Relationship Management	Please refer to full JD above Additionally, participate in IUHPE (International Union for Health Promotion and Education) activities such as the SWP regional Committee, and the IUHPE International Network for Indigenous Health Promotion Professional	
Workforce Development		
Lead the implementation of the HPF National Accreditation Organisation (NAO)	Work with the Health Promotion Team to implement the NAO plan	
Lead the administration and teaching of the Health Promotion Certificate of Achievement (CoA)	Work with the Health Promotion Team to administer and teach the CoA	
Lead Maori workforce development	Review the Maori Ref Group in consultation with the Executive Director Review the Maori Work Plan	
Coordination and Teaching	Organise and teach the Māori webshops and other online and in person training activities	