

## JOB DESCRIPTION

<b>POSITION DESCRIPTION:</b>	Green Prescription Support Person/Communications Marketing and Advertising
<b>LOCATION:</b>	Sports House Stadium Drive, Albany
<b>PREPARED:</b>	May 2019
<b>SUPERIOR POSITIONS:</b>	Chief Executive Officer General Manager Green Prescription Active Families Manager
<b>TERM:</b>	20 hours

### RELATIONSHIPS EXTERNAL

Ministry of Health (MOH)  
Waitemata District Health Board (WDHB)  
Auckland Council and Local Boards  
Leisure Facilities  
Doctors, Practice Nurses and other Health Professionals  
Public Health Nurses  
Primary Health Organisations – Procure & Comprehensive Care PHO  
Health Agencies  
Tertiary Organisations, Schools/Kura Kaupapa, Kohanga Reo  
Marae/Iwi  
Community groups- particularly Māori and Pacific  
Non-Government Organisations (NGOs)  
Retirement Villages and Rest Homes  
Gyms and Fitness Centres  
Other Regional Sports Trusts

### RELATIONSHIPS INTERNAL

Harbour Sport Staff  
Harbour Sport Board of Trustees  
Volunteers

### PRIMARY PURPOSES OF THE POSITION

- Your primary functional purpose is to seek, participate, be enthusiastic about and collaborate with your colleagues and to achieve agreed key tasks and KPI's
- Your task in Harbour Sport is to 'own' your role. You are the leader of your own business unit. You are responsible to market and promote your work, to develop and innovate, to ensure all work is done to

the Harbour Sport standard, to carry out research and apply best practice, to be accountable for your progress and to evaluate all work and complete to the highest standard. Harbour Sport values continuous improvement and expects a commitment from 'good to great'

This is by far the most important aspect of your work in our organisation and it will determine your remuneration and growth opportunity

- Produce and implement advertising and marketing campaigns for the Green Prescription (GRx) and Active Families programmes.
- Promote GRx and Active Families to secure referrals with a focus on Māori, Pacific and South Asian communities
- Provide support to Green Prescription (GRx) patients, with a focus on Māori and Pacific, to implement healthy lifestyle changes through face to face consultations, phone support, workshops and GRx community activities
- To achieve key performance indicators in line with Trust, GRx and Active Families targets

## Key Tasks

### **GREEN PRESCRIPTION PROMOTION**

- Promote and market Green Prescription, Active Families to GP practices, allied health professionals and community organisations through visits and presentations to gain referrals to these services. Focus on securing referrals from targeted populations (Māori/Pacific/South Asian) and people with pre/type 2 diabetes
- Help grow the Active for Life Green Prescription programme through strategically placed advertising campaigns
- Support the promotion of Green Prescription and Active Families at community events
- Work as an individual to develop and implement an advertising strategy for our team
- Provide administrative support to the GRx and Active Families team as required
- Report weekly to the GRx Active Families Manager on GRx achievements or as required
- To fully support the philosophy and culture of the Trust and where practical support other Trust programmes and events
- Undergo professional development training opportunities provided by the Trust where necessary
- To undertake such other duties and responsibilities commensurate with the nature of the position

### **GREEN PRESCRIPTION SUPPORT**

- Provide face to face or phone support to Green Prescription patients with a variety of medical conditions, referring them to appropriate, affordable and accessible physical activity or sporting options, promoting the 30-minutes-a-day message

- Facilitate and deliver workshop education to facilitate healthy lifestyles if required
- Maintain an extremely high level of patient confidentiality
- Be prepared to work flexible hours, including evening and weekend work.

## **PERSON SPECIFICATIONS**

### **QUALIFICATIONS**

- Tertiary qualification in marketing, advertising, communications, media studies or related
- Current first aid certificate

### **EXPERIENCE**

- Development and implementation of a Marketing and Promotion Plan
- Promoting healthy lifestyles in either the health, community or sport or recreation sector
- Development and implementation of a Communications Plan including social media

### **COMMUNICATION**

- Excellent oral and written communication skills, including presentation to a variety of diverse audiences
- Excellent phone manner
- Computer literate and systems orientated (Word, Excel, Internet, Database)

### **OTHER**

- Ability to work autonomously
- The ability to motivate, engage and influence people
- Understanding of differing cultures and needs in relation to sport and recreation
- Team player
- A commitment to the Harbour Sport vision 'A community physically active for life'
- Awareness of Health Agencies, Sport and Recreation providers, and their services in the region as well as community organisations
- Commitment to ongoing training and professional development
- Well organised with a high degree of time management skills
- Adaptable and responsive to changing/evolving programme
- Experience/understanding of project management principles
- Proactive, uses initiative.
- High attention to detail
- Customer-centric with a "can do" attitude.
- Resilient and able to cope under pressure