

**Position title:** Health Promotion Team Leader

**Team:** Country Kitchens

**Date prepared:** June 2021

**Reports to:** State Program Manager

#### A. Position purpose

The Health Promotion Team Leader will be responsible for developing and delivering training and support to the volunteer branch facilitators and build ongoing relationships with QCWA State Vice Presidents, Division and Branch Officers to ensure effective delivery of the Country Kitchens program. The Health Promotion Team Leader will also be responsible for developing new strategies to engage program stakeholders, including QCWA members, Country Kitchens Branch Facilitators, external organisations and community groups. This role requires regular travel, including overnight stays, across Queensland, in regional, rural and remote areas. The responsibilities of this role will be fulfilled in accordance with QCWA values.

#### B. Business Unit / Departmental Purpose

The Queensland Country Women's Association's (QCWA) Country Kitchens program is a health promotion program supporting communities across Queensland to adopt healthier lifestyle behaviours. It is a partnership between the QCWA and the Queensland Government, funded through Health and Wellbeing Queensland.

The Country Kitchens program supports QCWA volunteer members, who already have a wealth of cooking knowledge and skills, with training and support to help improve the health and wellbeing of Queenslanders, particularly those living in rural, regional and remote locations.

#### C. Key accountabilities

KEY RESULT AREAS (KRAs)	TASKS	KEY PERFORMANCE INDICATORS (KPIs)
The key measurable outputs or deliverables required of the position.	The main activities required to achieve a KRA.	The quantitative/qualitative evidence used to measure how well the KRAs have been achieved.
<b>1. Relationship building and management</b>	<ul style="list-style-type: none"> <li>Develop and maintain effective communication and relationships with Division Presidents, Country Kitchens Division Convenors, Country Kitchens Facilitators, other QCWA members, State Office staff and external stakeholders</li> <li>Develop good relationships to ensure Division Presidents, Country Kitchens Division Convenors, Country Kitchens Facilitators and other key stakeholders understand the program delivery requirements</li> <li>Deliver Introduction to Country Kitchens sessions (online and in person)</li> </ul>	<ul style="list-style-type: none"> <li>Respond to email and phone enquires within 48 hours</li> <li>Collate and distribute quarterly updates to Division Presidents</li> <li>Collate and distribute monthly Division Convenor reports</li> <li>Regular communication with Country Kitchens Branch Facilitators</li> <li>Number of Divisions mentioning Country Kitchens in Division minutes</li> <li>Number of Divisions with a Country Kitchens Division Convenor</li> </ul>
<b>2. Facilitator training and support</b>	<ul style="list-style-type: none"> <li>In collaboration with the SPM and other HPTLs, develop a training delivery plan to ensure training goals, as outlined in the Forward Plan, can be met</li> <li>Develop strategies to increase program</li> </ul>	<ul style="list-style-type: none"> <li>Training delivery plan developed to align with Forward Plan</li> <li>Travel plans developed and implemented</li> <li>Number of QCWA branches with trained CK facilitators delivering healthy eating and</li> </ul>

	<p>engagement, reach and uptake across Divisions</p> <ul style="list-style-type: none"> <li>• Build the capacity of Country Kitchens facilitators and QCWA branches to deliver community activities</li> <li>• Develop travel plans, with a focus on training and key QCWA events, to maximise program engagement, delivery of 'in the field' training and support for community activities</li> <li>• Review, adapt and develop program tools and resources, including training materials, in collaboration with the Country Kitchens team</li> <li>• Deliver online and in person training sessions, across regional, rural and remote Queensland, to Country Kitchens facilitators across the training PATHway</li> </ul>	<p>lifestyle initiatives in the reporting period</p> <ul style="list-style-type: none"> <li>• Number of new branches with a trained facilitator (who did not have a facilitator in the previous reporting period)</li> <li>• Number of new CK facilitators completing the training levels</li> <li>• % of facilitators continuing to deliver the program in the reporting period (those who delivered a HELI in current and previous reporting period)</li> <li>• Number and type of tools and resources to support CK Facilitators deliver healthy eating and lifestyle initiatives.</li> <li>• Progression of Country Kitchens facilitators through training levels</li> </ul>
<b>3. Reporting</b>	<ul style="list-style-type: none"> <li>• Contribute to program reporting, including monthly, quarterly, 6 monthly and annual reports, as per the Service Agreement deliverables and internal reporting requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Reporting completed in timely manner</li> </ul>
<b>4. Social media and marketing</b>	<ul style="list-style-type: none"> <li>• Create, upload and monitor social media content (approx. one week per month)</li> <li>• Contribute to the development of content for the Monthly Munch and the NutEd monthly newsletters</li> <li>• Contribute to the development of blog content for the Meet a Farmer project through interviews with local farmers/secondary producers as part of 'in the field' activities</li> </ul>	<ul style="list-style-type: none"> <li>• Four posts per week for the Country Kitchens Facebook and Instagram pages and one-two posts per week to the Fabulous Facilitators Network</li> <li>• Regular contributions made to relevant newsletters, as per the distribution schedule</li> </ul>
<b>5. Cross-promotion, partnerships and special projects</b>	<ul style="list-style-type: none"> <li>• Work collaboratively with HWQld and other relevant government agencies to maximise the reach of the program.</li> <li>• Continue to initiate opportunities for cross promotion and networking with Queensland Government health initiatives and other preventive health peak bodies and organisations</li> <li>• Lead and contribute to special projects, e.g. Meet a Farmer, Country Kitchens Centenary Quit, QCWA Members Only recipe book</li> </ul>	<ul style="list-style-type: none"> <li>• Number of stakeholders engaged in the reporting period</li> <li>• Description, number of partnerships established to deliver program messages/activities</li> <li>• Evidence of collaboration / partnership with services offering similar programs</li> </ul>

## E. Position requirements

The essential qualifications, experience, skills and competencies required of this position

Qualifications and Experience	
1.	A tertiary qualification in nutrition, dietetics, public health, health promotion, or stream of health sciences. (Incumbent must be eligible for and hold a registration with relevant health professional association).
2.	Experience in developing, implementing and evaluating health promotion programs, with a focus on food and nutrition.
3.	Knowledge of evidence based public health principles and practice
4.	Experience in developing and managing stakeholder and communication strategies
5.	Experience developing and monitoring social media content
Skills and Competencies	
1.	Intermediate level of computer skills in MS Office, particularly Word, Outlook, Excel, as well as computerised databases and social media platforms. Experience with software such as Canva and/or InDesign desirable.
2.	An understanding and commitment to the use of continuous quality improvement approaches
3.	Project management skills, including the ability to define tasks, set priorities and coordinate activities to meet competing deadlines
4.	Attention to detail and accuracy
5.	Excellent written and verbal communication skills including maturity, patience, tact, information dissemination, presentation and reporting
6.	Effective interpersonal skills in building and maintaining relationships, networking, consultation, negotiation
7.	Self-directed and motivated
8.	Ability to work coherently as part of a team – sharing tasks and working cooperatively to ensure that the team achieves its objectives
9.	Ability to relate to a broad cross section of the community and people and build and actively maintain working relationships and/or networks
10.	Flexibility, initiative and adaptability

## H. SIGNATORY

**Approved by:** Meg O'Donnell

**Last updated:** June 2021

**Position holder acceptance:**

**Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_/\_\_\_\_/\_\_\_\_