



## Job Opportunity

### Leader, Health Promotion and Education

#### ABOUT THE JOB:

CMHA BC Division has an opening for a Leader, Health Promotion and Education to be responsible for the overall management of provincial mental health promotion, mental disorder prevention, and health literacy educational programs, primarily connected to a non-profit collaborative known as the BC Partners for Mental Health and Substance Use Information. Reporting to the Director, Mental Health Promotion, you will oversee the design and dissemination of information that promotes individual self-efficacy and attitude and behaviour change through conversation, story, credible messaging and skill building. The suite of programming includes print, digital and in-person resources, both universal and tailored, that build the capacity of individuals and settings to promote mental well-being and healthier relationships with substances.

Specifically the Health Promotion and Education Leader will manage all association activities under the BC Partners' health literacy portfolio. The position will design, develop, deliver and evaluate—in collaboration with partners—ongoing flagship BC Partners educational projects such as Visions: BC's Mental Health and Substance use Journal, Beyond the Blues: Education and Screening Days, HeretoHelp, Information-Referrals, and Healthy Minds | Healthy Campuses.

#### Duties and Responsibilities

##### Strategic Planning and Design of Educational Programs

- Plan the overall operation of the educational programs in accordance with the mission, vision and the strategic goals of the association
- Design new and adapted health literacy initiatives to support the strategic direction of the association
- Co-design educational project plans, goals, timelines and milestones by regularly and meaningfully collaborating with provincial partners in the BC Partners collaborative
- Recommend and co-design infrastructure, training and support processes that build internal and community capacity around adult education and health literacy by working with the departmental Director
- Identify new service delivery methods and tools based on emerging opportunities, technologies and user feedback
- Identify emerging health literacy content needs based on media, social media, website and contact trends, in consultation with the association's communications department
- Participate actively as an agency representative in relevant networks and at strategic tables

##### Development and Delivery of Educational Content

- Develop content by consulting with and building relationships across sectors with experiential, peer and professional experts, including populations who face greater health inequities.
- Conduct outreach and engagement activities that solicit knowledge and other contributions

- Facilitate regular virtual training, dialogue and strategic support to program communities of practice
- Engage CMHA branches in projects and priority-setting, as appropriate
- Promote resources to key publics across the federation
- Develop and deliver engaging mental health presentations and workshops
- Maintain and share knowledge of mental health and substance use support and service systems in BC with internal and external audiences

### **Program Leadership, Quality Assurance and Evaluation of Educational Materials**

- Ensure effective, efficient program delivery and ongoing attention to quality improvement
- Lead the implementation and monitoring of the programs' strategic plans, including progress on goals and objectives
- Set and continually manage project expectations with internal and external team members and service users
- Develop best practices and tools for project execution and management to ensure consistent quality, responsiveness and accountability
- Proactively manage changes in project or program scope, identify potential challenges, and devise and implement contingency plans
- Identify and evaluate risks associated with program activities and recommend and take appropriate action to mitigate risks, including in areas such as privacy, safety, infrastructure, human-resource and other operational concerns
- In collaboration with the Director, implement an evaluation and consultation plan annually that solicits and acts on input from service users, service providers and other stakeholders around program enhancements
- Apply a program evaluation framework to assess the strengths of the program and identify areas for improvement
- Ensure all program educational materials are regularly updated, including review of clinical content and according to established standards

### **Contract Management**

- Help secure government and other funding, as required, for program needs in collaboration with the departmental Director
- Create an annual budget and operating plan to support programs
- Communicate with funders as outlined in funding agreements, including financial reports and compelling narrative reports and proposals
- Ensure that the program operates within the approved budget by monitoring and approving program expenditures and recommending remedial action on variances
- Monitor and maintain contracts with outside consultants and contractors

### **Human Resource Management**

- In consultation with the Director, Mental Health Promotion, recruit well-qualified program staff
- Implement the human resources policies and procedures of the society, including around performance management
- Supervise program staff and volunteers by providing direction, feedback and mentorship; influence them to take positive action and accountability for their assigned work

## Qualifications

### Education and Experience:

- Master's degree or equivalent training and experience, in a relevant discipline such as public health, psychology or health sciences
- Adult education or Communications certificate or equivalent training and experience
- Project management certificate or specialized training
- Minimum of 5 years' experience in a comparable management role:
  - In the non-profit sector, ideally in a health, mental health or substance use context
  - Working compassionately and ethically with people with lived and living experience from all walks of life, including populations that face greater health inequities
  - As a leading member in complex multi-agency collaborative

### Knowledge, skills and abilities

- As an effective, reliable and responsive project and program leader, with a commitment to high customer-service and quality standards
- Assessing and prioritizing multiple tasks, projects and demands
- Establishing and maintaining effective relationships and partnerships with internal and external stakeholders in a complex environment
- Communicating clearly and effectively, in writing and verbally as presenter/facilitator
- Plain language writing and editing
- Tailoring and presenting program information to public and professional audiences
- Demonstrating resourcefulness, judgment and innovation to solve problems
- Supporting communities of practice
- Developing, planning, implementing and evaluating educational materials
- Budgeting, forecasting, and efficiently managing financial resources and contracts
- Demonstrating cultural humility and agility, integrity and a commitment to equity, diversity and inclusion
- Team-building and supervising staff and volunteers, ideally in a unionized environment, to support performance while fostering a psychologically healthy and safe team
- Balancing doing with delegating and coaching, and being supervised, in turn
- Demonstrating advanced computer skills in Microsoft Office, Google Suites, website content management systems, videoconferencing and help-desk software
- Personal experience with mental health or substance use concerns, through self or loved ones, is an asset in this role

## Working Conditions

Our office is located in downtown Vancouver close to Skytrain and other amenities. The usual work week is 37.5 hours. Most work is accomplished during usual business hours, although the candidate will need to maintain some flexibility to be available during non-core hours relative to assignments. Although some of the work may be done remotely, if the successful candidate lives outside the Metro Vancouver area, you will need to be able to maintain a physical presence in the Vancouver office at least two days a week.

We offer a competitive wage and benefits package, flexibility and work/life balance environment.

This position is in the Health Science Professionals Bargaining Association with the wage grid currently under review.

#### **HOW TO APPLY:**

Please submit your resume along with a cover letter, clearly documenting how you satisfy the requirements outlined in this job posting to [cmha.careers@cmha.bc.ca](mailto:cmha.careers@cmha.bc.ca) by 5 p.m. August 7, 2020. We regret that only short-listed candidates will be contacted to schedule an interview.

#### **ABOUT US:**

Founded in 1918, The Canadian Mental Health Association (CMHA) is a national charity that helps maintain and improve mental health for all Canadians. As the nation-wide leader and champion for mental health and addiction, CMHA helps people access the community resources they need to build resilience and support recovery from mental illness and/or addiction.

*We are an equity employer and encourage applications from women, persons with disabilities, members of visible minorities, First Nations, Inuit, and Metis people, people of all sexual orientation and genders, and others who may contribute to our further diversification.*