Nipissing University
JOB DESCRIPTION

JOB TITLE: Health Promotion Coordinator

DEPARTMENT: Student Development & Services

CLASSIFICATION: Coordinator C

WAGE GRADE: WG 70

EMPLOYMENT STATUS: Contract Support Staff

SUPERVISOR: Director, Student Wellness

SUMMARY OF FUNCTIONS:

Nipissing University is committed to the mental and emotional well-being of all students. Emotional well-being allows students to participate fully in the university community and persist towards their academic goals. As a member of the Student Development Team, the Health Promotion Coordinator is responsible for the development and delivery of "Unplug to Heal" a screen-time harm reduction program for Nipissing University students.

In collaboration with the Unplug to Heal Project team, the Health Promotion Coordinator will complete in-depth sector research on screen time use in post-secondary audiences, associated harms, and best practices for intervention. They will also be responsible for the creation of an engaging, evidence-based educational campaign for post-secondary students, to be piloted at Nipissing University and the University of Ottawa in Fall 2027.

The Health Promotion Coordinator will oversee health promotion and education activities for students related to screen time use and offer one-on-one coaching for students looking to develop healthier habits.

The hours of work may occasionally include evening or weekend work depending on the needs of the department. The Health Promotion Coordinator will be notified in advance of any changes to the regularly scheduled shifts as outlined in Article 22.02 of the collective agreement.

DUTIES AND RESPONSIBILITIES:

Outreach & Education **60%**

- Plan, develop, and deliver health promotion and education activities for students regarding screen-time use
- Ensure all programming is consistent with current best-practice research.
- Ensure all programming communicates consistent messaging and values as broader NUlistens content
- Responsible for the details and coordination of health promotion activities and events, such as advertising, volunteer management, catering, venues and other logistical details
- Responsible for purchasing supplies necessary for activities, which includes purchasing food, decorations, paint, clothing orders, etc., as required
- Coordinate expenses with a preset budget by maintaining records of purchases and allocating finances
- Coordinate student employees who will assist in the development and facilitation of programming
- Responsible for maintaining programming records, development of templates for repeat programming
- Contribute to the Online Resource Library of self-help resources provided by the Mental Health & Wellbeing
- Serve as a Liaison for at-risk students to connect them to services within the University
- Provide resources and/or educational opportunities to faculty & staff around screen time and harm reduction
- Gather outcome data and analytics to determine programming effectiveness and to satisfy institutional and Ministry reporting requirements

- Deliver one-on-one wellness coaching sessions for students who wish to create healthy screen time habits

Research, Write & Edit Content **40%**

- Research best practices for health promotion in post-secondary audiences
- Research screen time use in post-secondary students, associated harms, and harm reduction approaches
- Engage with the larger post-secondary sector to share best practices
- Create compelling content for a post-secondary student audience
- Liaise with the marketing team to select appropriate imagery and branding to accompany written content
- Ensure all communications align with Nipissing's brand voice
- Work in close collaboration with colleagues in Marketing & Communications to implement communication strategies and campaigns, including writing stories, media releases, speaking notes, social media posts, web content, advertising copy and coordinating videos that align with Nipissing's brand and enhance the University's reputation

Other duties as assigned.

QUALIFICATIONS:

Education: Undergraduate Degree in Public Health Promotion preferred. Degrees in Communications, Public Relations, Journalism, Marketing, Social Work, Psychology or related fields may also be applicable.

Training and/or experience may be substituted for formal academic training at the discretion of the University

Training, Experience, Knowledge & Skills Required:

- One to three years related experience (health promotion, addictions sector, marketing)
- Exceptional oral and written communication skills
- Strong and creative writer, editor and proofreader
- Strategic thinker with ability to use data to analyze and evaluate campaigns
- Proven ability to create compelling content for a variety of audiences
- Ability to work collaboratively as part of a multi-disciplinary team as well as independently
- Ability to manage multiple tasks efficiently while maintaining strong attention to detail
- Motivated, adaptable, and committed to producing high-quality work
- Knowledge of diversity issues among the Canadian post-secondary student population
- Knowledge of community-based mental health treatment, support services and programs
- Ability to manage time effectively and prioritize tasks
- Strong working knowledge of computer and software applications (MS Office Suite, Internet, E-mail)
- A valid G driver's license is preferred
- A Criminal Reference Check, with vulnerable sector screening, is mandatory

RELATIONSHIPS/CONTACTS:

Supervised by: Director, Student Wellness

Internal Contacts: Students, Faculty and Staff

External Contacts:

- University of Ottawa
- Responsible Gambling Council of Ontario
- Centre for Innovation in Campus Mental Health
- Other community service providers, as appropriate

- Other post-secondary institutions

MATERIALS UTILIZED:

- General office equipment
- Various software applications including web browsers and Microsoft Office
- Social Media management software

PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS

- Focus on computer screen for moderate periods of time
- Shared workspace
- Flexible work schedule, with some evening and weekend hours

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I have read my position description, and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.

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Employee Name (please print)

_____ _____
Employee Signature Date

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Approvals

_____ _____
Supervisor Date