

Public Health & Policy

No.:

Page: Page 1 of 6

Job Title:	Section Head – Health Promotion		
Division:	Public Health & Policy	Department :	Public Health & Research
Section:	Health Promotion		
Job Objective			
Implement and evaluate policies and strategies for Health Promotion programmes. Advise practitioners or general public with regards to Health Promotion issues. Maintain relationships with stakeholders and agencies involved in the provision of health promotion. Coordinate with relevant department in HAAD for the circulation of press and media releases to the public regarding Health Promotion			
Organizational Relationships			
<i>Reporting Relationships:</i>			
<pre> graph TD Manager["Manager – Public Health & Research"] --> SectionHead["Section Head – Health Promotion"] SectionHead --> SrOfficer["Sr. Officer – Health Promotion"] SectionHead --> SrRegionalOfficer["Sr. Regional Officer- Health Promotion"] </pre>			
<i>Internal Communication:</i>			
<ul style="list-style-type: none"> ▪ All Staff in Public Health Department of HAAD ▪ Corporate Performance & Operations Division ▪ Corporate Support Services Department ▪ Legal Affairs Department ▪ Finance Department 			
<i>External Communication:</i>			
<ul style="list-style-type: none"> ▪ SEHA Disease Prevention and Screening Centers ▪ External partners ▪ Federal Ministry of Health ▪ Abu Dhabi hospitals and healthcare facilities (public and private) 			

NON-APPLICABLE-SCREENER-BOARD-JOB

Public Health & Policy

No.:

Page: Page 2 of 6

- Marketing and media agencies
- Other non-healthcare public and private sector stakeholders (e.g. Ministry of Labour, Emirates Foundation, ADNOC)

Key Responsibilities/Duties***Managerial Role:***

- Manage and coordinate Health Promotion Section functions, resources and strategies and ensure that these functions are executed efficiently, accurately and in a timely manner;
- Monitor and review the strategic performance of the Health Promotion Section ensuring strategic alignment with the strategic direction of Public Health Department;
- Initiate pro-active analysis and advice on key strategic areas relative to the Health Promotion Section;
- Develop performance improvement initiatives for the Section, recommend changes where seen necessary and ensure that corrective action plans and strategic initiatives are identified and implemented accordingly;
- Develop and prioritize Health Promotion Section plans that are capable of meeting the needs of HAAD in the future;
- Report on the overall performance of the Health Promotion Section to the Head – Public Health & Research;
- Review and evaluate the work of staff under supervision, ensure that programs are of appropriate quality and that resources are used effectively and comply with HAAD policies and procedures.

Organizational Role:

- Ensure the availability of required resources to carry out all the tasks related to Health Promotion Section functions and ensure effective utilization of staff;
- Perform periodic performance appraisals of the team within the Health Promotion Section;
- Ensure that all staff acquire the required skills and knowledge through appropriate training programs;
- Develop, review and update policies and procedures for various functions within the Health Promotion Section and ensure adherence.

Functional Role:

- Develop and plan health promotion initiatives in line with public health objectives, and develop work plans for the section to ensure effective implementation;
- Lead the Health Promotion department in planning, implementation and evaluation of the policies

Public Health & Policy

No.:

Page: Page 3 of 6

- and strategies for health promotion programmes;
- Develop the section’s operating plan, project budgets and resource planning;
 - Lead the performance management or outcomes monitoring of the programmes and/or projects;
 - Meet with other Section Heads in the Public Health Department and ensure that Health Promotion aims are targeted and evidence-based;
 - Provide technical guidance or advice to team members regarding health promotion;
 - Provide technical input into the development of policies and procedures as well as any legal or ethical issues;
 - Lead and support program managers on a timely basis;
 - Lead the development of training material for health educators;
 - Lead the development of regional research projects relating to health promotion strategies;
 - Manage the development and implementation of all Health Promotion campaigns and training materials;
 - Develop press releases and other public health promotional material for release to third parties or the general public;
 - Manage key partnerships with agencies and other stakeholders involved in health promotion programs;
 - Manage Health Promotion event calendar and allocates resources to events;
 - Directly supervise support staff including: interviewing, task delegation and overseeing individual work responsibilities to ensure optimum performance;
 - Manage staff utilization, development and performance evaluations, including those based in the regional CDC;
 - Manage expenditure against budget;
 - Liaise with HR on hiring, disciplinary and termination activities;
 - Liaise with procurement and contract department on the development and release of any RFP for partnerships or services;
 - Perform such other related tasks as they arise and as delegated by the Manager – Public Health & Research;

Key Accountabilities	Key Performance Measures
▪ Development of overall Health Promotion	▪ No. of Health Promotion milestones

NON-PROFIT ORGANIZATION

Public Health & Policy

No.:

Page: Page 4 of 6

Programs, plans, initiatives, strategies etc.	achieved
<ul style="list-style-type: none"> ▪ Strategic Advice 	<ul style="list-style-type: none"> ▪ No. of programmes directly aligned to Public Health & HAAD objectives
<ul style="list-style-type: none"> ▪ Outcome monitoring of programs & projects 	<ul style="list-style-type: none"> ▪ % of relevant projects being monitored
<ul style="list-style-type: none"> ▪ Budget expenditure 	<ul style="list-style-type: none"> ▪ No. of projects completed according to budget
<ul style="list-style-type: none"> ▪ Implementation of projects 	<ul style="list-style-type: none"> ▪ No. of successful projects implemented / specified time period
<ul style="list-style-type: none"> ▪ Development of training materials 	<ul style="list-style-type: none"> ▪ Quality of training materials produced for Health Promotion ▪ No. of planned training courses conducted
<ul style="list-style-type: none"> ▪ Outcome monitoring of programs & projects 	<ul style="list-style-type: none"> ▪ % of relevant projects being monitored
<ul style="list-style-type: none"> ▪ Staff management and development 	<ul style="list-style-type: none"> ▪ No. of appraisals conducted per employee ▪ No. of relevant training courses for each employee per year ▪ Employee satisfaction index ▪ Staff turnover ratio
<ul style="list-style-type: none"> ▪ Management Reports 	<ul style="list-style-type: none"> ▪ Timeliness of reporting
Job Specifications	
<i>Technical Skills & Knowledge</i>	<i>Knowledge Level</i>
<ul style="list-style-type: none"> ▪ Knowledge of overall HAAD operations 	<ul style="list-style-type: none"> ▪ Advanced
<ul style="list-style-type: none"> ▪ Knowledge of health promotion services, programs and activities of community health service agencies and foundations 	<ul style="list-style-type: none"> ▪ Advanced
<ul style="list-style-type: none"> ▪ Knowledge of public health priorities and interventions 	<ul style="list-style-type: none"> ▪ Advanced
<ul style="list-style-type: none"> ▪ Knowledge of communicable and non-communicable diseases 	<ul style="list-style-type: none"> ▪ Intermediate
<ul style="list-style-type: none"> ▪ Knowledge of Strategic Planning Methodologies and application of Strategic Planning tools and processes 	<ul style="list-style-type: none"> ▪ Intermediate

Public Health & Policy

No.:

Page: Page 5 of 6

▪ Knowledge of developing training programs and resources	▪ Advanced
▪ Financial Analysis	▪ Intermediate
▪ Risk Management	▪ Intermediate
▪ Administration Skills	▪ Advanced
<i>Soft / Behavioral Skills</i>	<i>Knowledge Level</i>
▪ Information Management	▪ Advanced
▪ Team Management	▪ Advanced
▪ Change Management	▪ Intermediate
▪ Presentation Skills	▪ Advanced
▪ Analytical Thinking	▪ Advanced
▪ Problem Solving	▪ Advanced
<i>Core Competencies</i>	<i>Knowledge Level</i>
▪ English Language	▪ Advanced
▪ Arabic Language	▪ Intermediate
▪ Computer Literacy	▪ Intermediate
▪ Attention to Detail	▪ Advanced
▪ Decision Making	▪ Intermediate
▪ Communication & Relationship Management	▪ Advanced
<i>Preferred Qualifications:</i>	
▪ A minimum of a Bachelor's Degree (Master's Degree preferred) in Public Health / Health Promotion or equivalent;	
<i>Preferred Experience:</i>	
▪ Minimum of 7 years of relevant experience.	

Public Health & Policy

No.:

Page: Page 6 of 6

	TITLE	SIGNATURE	DATE
Reviewed by			
Approved by (Chairman, CEO, Director, Dept. Head) (as applicable)	Director – Public Health & Policy		02-04-09
HAAD HR			

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