University of Delaware

Position Title: Part-time Program Coordinator, Health Promotion
Date Prepared: 7/27/2023
Department: Student Wellness & Health Promotion
College/Admin Office: Student Life
Prepared by: Helen Ann Lawless
Location: Newark
Approvals: José-Luis Riera
Title of Supervisor: Director
Salary:
Position Number:

CONTEXT OF THE JOB:
The newly renovated Wellbeing Center at Warner Hall is an engagement center where students can come together for important programming that is themed around their wellbeing and health. The Wellbeing Center houses the Center for Counseling and Student Development (CCSD), Student Wellness and Health Promotion (SWHP), the office of Strategic Wellbeing and Training, and the Assistant Vice President for Student Wellbeing and their team. Warner Hall is located next to Laurel Hall, where Student Health Services (SHS) is located. Together, these units make up Student Wellbeing, which supports holistic and lifelong student wellbeing.

Student Wellness & Health Promotion (SWHP) is a comprehensive health promotion program within the Division of Student Life at the University of Delaware. SWHP creates a foundation for lifelong well-being by providing Blue Hens with the wellness tools to make healthy choices.

Under the general direction of the Director for Student Wellness and Health Promotion, and working in collaboration with other Campus Staff and Faculty, the Program Coordinator for Health Promotion is responsible for developing strong, evidence-based, data-driven programs and services based on relevant and measurable learning outcomes to improve individual and community health behaviors and status. The Program Coordinator (PC) is responsible for population-based health promotion and prevention for UD students and is expected to integrate intra-cultural and social justice concepts and principles into health promotion services. The PC co-coordinates the peer educator program made up of paid students who provide workshops, events, and activities designed to support and improve college students’ engagement in wellness enhancing activities, learning, and behavior.

The position has a strong focus on developing and executing content for large-scale wellness education events. Furthermore, the PC coordinates health communication strategies and marketing strategies for the unit in partnership with the Division of Student Life’s Communications department.

MAJOR RESPONSIBILITIES:
• Develops, implements, and evaluates a variety of health promotion programs, events, and initiatives as part of a comprehensive health promotion strategy to support student success.
Collaborates with key stakeholders on and off campus to implement a comprehensive, multidisciplinary approach to wellbeing for students. This includes partners in the Division of Student Affairs, the Student Wellbeing portfolio, and various university committees.

Supports students in developing self-advocacy skills and a sense of empowerment around caring for their own health.

Develops learning outcomes, goals and measurable objectives for policies, programs, and services and to evaluate effectiveness.

Incorporates multicultural diversity and social justice concepts and principles into health promotion services.

Provides oversight to and coordination to the Healthy HENS and Mental Health peer educator groups. Assists in the creation and delivery of innovative primary prevention programs, harm reduction strategies, and awareness events facilitated by peer educators.

Hires/recruits, trains, supervises and evaluates paid and/or volunteer student staff, interns, and peer educators.

Administers peer education program scheduling and marketing.

Co-leads event planning with campus partners to address high risk student behaviors associated with key holidays, such as Halloween and St. Patrick’s Day.

Coordinates the marketing and promotion of SWHP’s services and programs including but not limited to the development and management of social media platforms and unit websites, and the development of informational materials, both print and digital, in partnership with Student Life’s Communications team.

Assists with the development and dissemination of social marketing prevention campaigns; liaises with communication specialists, convenes student focus groups to test marketing messages, analyzes student behavior data and program evaluation data to create social norms marketing prevention materials.

Assists with the conceptualization of harm reduction and risk reduction prevention strategies related to alcohol, drugs, and other substances.

Engages in the design, implementation, analysis, report writing, and presentation of findings on assessment efforts within scope of responsibility. Utilize assessment findings for continuous improvement of programming efforts.

Actively contributes to department-wide meetings and annual assessment/department retreats to continuously improve department outcomes.

Performs miscellaneous job-related duties as assigned.

**QUALIFICATIONS:**

- Bachelor's degree and one experience in health promotion, public health, health education, or equivalent combination of education and experience. Degree in a health related field preferred.
- Experience coordinating a peer educator program and/or managing a volunteer or student organization is a plus.
- Experience designing, organizing, implementing, and evaluating effective programming.
- Experience providing health promotion and/or education in one or more of the following areas: sexual health, alcohol & other drugs, fitness, nutrition, body image, stress management, or mindfulness.
• Thorough knowledge of: health education and public health theories, research, and program assessment; planning, design, implementation, and evaluation of health education programs; and industry standards for the delivery of health education in higher education.
• Excellent written communication skills and/or graphic design skills.
• Familiarity with student development and student retention theories.
• Efficient use of personal computers and related software applications; knowledge of social media platforms.
• General knowledge of current and emerging college age student health issues and knowledge of related evidence-based health promotion interventions, including interventions that address individual and population-based behavioral change.
• Commitment to diversity, social justice, and cultural competence and the ability to work collaboratively in a multicultural environment.
• Ability to collaborate with colleagues and other key stakeholders to develop a comprehensive, multidisciplinary approach to health education for students.
• Ability to perform effectively in a detail-oriented environment.
• Ability to effectively manage multiple work priorities and be highly organized.
• Ability to mentor Peer Educators with an emphasis on individual strengths while coaching on areas for improvement.
• Knowledge of social marketing and health communication strategies.
• Strong written and oral communication skills.
• Must possess excellent customer service and public relations skills.
• Ability to work effectively with a wide range of constituencies in a diverse community and rapidly changing technical environment.
• Commitment to fostering a workplace culture of belonging, where diversity is celebrated, and equity is a core value.

SPECIAL REQUIREMENTS:
• This is a part-time, non-benefited position with the opportunity to work between 20-30 hours per week.
• Regular evening weekday and occasional weekend day and evening work required.
• Frequently moves supplies and equipment weighing up to 25 pounds across campus for various classroom and programming needs.

All interested candidates should submit a resume and a cover letter to Helen Ann Lawless via email, at hlawless@udel.edu for consideration.