ADUR & WORTHING
COUNCILS

Job Description & Person Specification

Authority	ADC / WBC
Directorate	Housing & Communities
Post Title	Wellbeing Advisor
Post Number	42728
Accountable to	Team Leader / Senior Wellbeing Advisor
Key leadership relationships	**Internal:** Members of the Council, Chief Officers and all other appropriate Council officers and managers **External:** Members and Officers of other bodies, specialist agencies, media, contractors and consultants, partner agencies across the public, private and voluntary sectors.
Work style	This role falls within the Blended Working Policy
Last updated	31/3/2025

Job Description - Principal purpose of job (role summary)

Working as part of a team, the Wellbeing Advisor provides support, advice and guidance to adults who have been referred or who have self referred, who wish to improve their health and wellbeing through behaviour change. The Advisor provides brief and extended interventions through one to one and group based support, helping people to explore their motivation with regards behaviour change to improve their health, including wider social, emotional and practical factors that can impact on health.

Using behaviour change techniques, the Wellbeing Advisor works with individuals to set goals and priorities to reduce their risk of long term health conditions such as: heart disease/stroke, cancer and type 2 diabetes and refer/signpost people to relevant support. Subject to training, the post holder also delivers NHS Health Checks and Smoking Cessation support.

Your manager will empower you to apply our principles - resilience, adaptability and participation - to your working practices.

Expectations of post holder

Willingness to embrace change and ability to adapt to new ways of working
Enthusiasm for working across teams in collaboration and partnership in order to help deliver Our Plan
Act with honesty and openness, and be brave enough to contribute your ideas and get involved
Bring your passion for delivering a high quality service for our residents to your role
Engage proactively in your performance and development conversations, and embrace opportunities to learn and grow
Live how we work with each other and our customers: ● We listen ● We say what we think & do what we say ● We are inclusive & kind ● We are ambitious ● We think & act beyond ourselves and our service ● We are a team
Promote the service and Councils positively at all times

Role specific Duties and responsibilities
Carry out initial wellbeing assessments with people, jointly identifying their goals and priorities in order to develop person centred plans. Provide support using online and face to face one-to-ones and/or group brief and extended interventions using Motivational Interviewing techniques to identify and advise on behaviour change, aiming to prevent future ill health. Referring and supporting people to access appropriate services including: physical activity courses, healthy weight programmes, falls prevention courses etc, as appropriate;

Coordinating delivery of a topic area, for example: High risk groups, workplace health, smoking cessation, NHS Health Checks, alcohol reduction and/or group based programmes such as healthy weight management and preventing cardiovascular disease. Coordination can include: managing a small budget, ordering stock, designing and creating promotional materials, proposing innovative new ways to deliver the topic and reporting on performance to help meet Public Health objectives;
Working in partnership with local health and wellbeing service providers, including voluntary sector organisations, GPs and other health professionals, developing and maintaining referral routes to and from these local services. Building a comprehensive network and knowledge of wider support services for people with higher support needs for effective onward referral and signposting, and to contribute this knowledge to a shared local directory;
Ensuring client information is gathered, recorded, monitored and reported in line with GDPR (General Data Protection Regulation) and WSCC Public Health specification requirements across relevant systems and databases. Creating compelling case studies, gathering client testimonials and providing insight into the day to day work of the service to support the development of the quarterly reports to funders, service reviews and the annual business planning cycle;
Providing outreach including assertive outreach, and sourcing community venues in key accessible locations across Adur and Worthing. Developing innovative ways to promote and actively encourage engagement with those who experience greater health inequalities who may benefit from the service. Attending events and using imaginative thinking to develop and present talks and workshops on a variety of health and wellbeing topics. Finding creative ways to engage employers of local workplaces to offer Wellbeing support to create healthier workplaces;
Being creative in the development of promotional materials, in liaison with the Team Leader and the Council's Communications Team, using varied mediums, platforms and branded toolkits. Developing promotional campaigns in line with Public Health and local authority guidelines;
Working as part of the wider team within the Communities and Wellbeing Team responding to corporate challenges as required.
Undertake all duties in accordance with Council policies, the Code of Conduct for Officers, and in particular policies relating to Customer Care and Equal Opportunities
Undertake any duties regarding health, safety and welfare at work, civil contingencies and business continuity which may reasonably be allocated to the postholder as a result of legislation, codes of practice or Council policies

As the post holder, you will be required to undertake such other duties as may be required within your grade and competence, and therefore the list of duties in this job description should not be regarded as exclusive or exhaustive.

Duties will be set out in this job description but please note that the Council reserves the right to update the job description, from time to time, to reflect changes in, or to, the role. The post holder will be consulted about any proposed changes. Significant permanent changes in duties and responsibilities will require agreed revisions to be made to this job description.

Adur & Worthing Councils recognise the need to ensure the welfare of children and vulnerable adults when they come into contact with services provided by the Councils. Employees, volunteers and Elected Members have regular contact with the general public during the course of their work and are in a position to observe signs which might indicate that a person is at risk of harm and abuse. If signs, which cause concern, are observed, all employees (temporary and permanent),

volunteers and Elected Members have a duty to report allegations, disclosures and suspicions of abuse or neglect in line with the Councils' Safeguarding Policy .

Person Specification:

The core skills and competencies below are taken from our organisational Skills and Competencies Framework v1.0 and are an indication of the expectations we have of our employees. The full document will be shared with you as part of the onboarding process.	
Participative	Build strong relationships with people inside and outside your team and organisation to make a difference to improved outcomes for the local area Engage in clear and positive written and verbal communication to help people understand what you want to achieve and how they can help Value the unique strengths of people from different backgrounds to promote a culture of inclusion, equality and diversity More detail can be found in the Participation Skills & Competencies.
Adaptive	Adopt an active interest in learning and development opportunities that will enable you to strengthen and broaden your skills Experiment with new ways of working to help continuously improve how we deliver outcomes (including through the use of digital tools and platforms) Anticipate new challenges & opportunities to be able to adapt to change around you
Resilient	Embrace a consistently positive attitude and effectively prioritise workload to support your own wellbeing Cultivate a supportive environment with colleagues so people feel part of a team that looks out for each other Prioritise the use of resources that helps us be financially and environmentally sustainable
Leadership	Be open to coaching approaches to support others in finding solutions to problems Role model the principles above to inspire others to demonstrate positive behaviours Develop an understanding of the political processes that guide our organisation and show commitment to the safeguarding of others

	Essential	**Desirable**
Qualifications	Educated to GCSE level standard or equivalent including English and Maths at Grade C or above Hold a full valid UK driving licence	Motivational Interviewing (MI) Level 2 (intermediate) and MI for Groups Qualification or certificate in nutrition and/or health related practice

Knowledge	An understanding and commitment to promoting healthy behaviours An understanding of safeguarding children, young people and vulnerable adults.	Understanding of issues relating to health inequalities particularly those related to physical activity, and the drivers of health inequalities e.g. carers, people with learning disabilities, people with mental health issues Knowledge and/or experience of General Data Protection Regulations (GDPR).
Experience	Working in a health or wellbeing related environment Experience of working in a person centred way with individuals on a one-to-one and/or group basis, including people who experience greater health inequalities	Delivering motivational interviewing/behaviour change interventions Experience of delivering any of the following: NHS Health Checks, Smoking Cessation information and advice and Alcohol - Extended Brief Interventions Experience of managing resources within a given budget
Communication	Confident & effective written and verbal communication skills, including the ability to create good quality: case studies, case notes and monitoring reports. Confident in group speaking and giving effective, engaging presentations in variety of settings	
Relationship Building	Working effectively as part of a team with the ability and resilience to work on own initiative; great people skills and expertise to build positive professional relationships both 1-1 and in groups, including with people from a variety of different backgrounds Great people skills with proven ability to build positive professional relationships both 1-1 and in groups, with people from a variety of different backgrounds Ability to network and work with partner organisations including the ability to build and maintain effective working relationships with internal and external	

	colleagues and contacts such as GPs and other health professionals.	
Analytical	Good negotiation skills, tact and diplomacy Maintaining confidentiality regarding data and information Ability to collate insight and data for reporting and business development purposes Clear and accurate record keeping and ability to interpret and report findings appropriately	Data analysis and interpretation from a variety of sources e.g. Office of National Statistics
Planning/ Organising	Ability to establish clear targets with clients and help, coordinate and empower them to achieve their personal goals Well organised and effective at: managing own time, prioritising tasks and meeting deadlines	Project coordination Developing, implementing, monitoring and evaluating activities and managing resources within a given budget
Other requirements	Valuing kindness and compassion in the workplace Acceptance of political restriction Able to travel with equipment within the Adur and Worthing Districts Proficient in use of IT including email, internet, and Social Media platforms Able to collect and collate data using a database or similar and provide this as evidence for evaluation and service development purposes	Experience of working with Google platforms (emails, docs, forms, sheets and slides)

Job description & Person Specification agreed by:

Post holder (Print name):	
Signature:	
Date:	