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Health & Wellbeing Coach Role Description and Person Specification - Adults

Managed by: Health & Wellbeing Coach Team Lead

Salary: £28,000 to £32,000 depending on experience

Probation period: 3 months

Hours: 35

Holiday: 30 days + bank Holidays

Contract: Fixed term to 31st March 2026 with possibility of extension

Based at: Postholders will work/outreach into settings across Primary Care Network (PCN) and/or in community settings in Hackney, including Shoreditch Trust offices.

About Shoreditch Trust

Shoreditch Trust is a charity which supports and empowers communities to improve their health and wellbeing through working in a person-centred way. Our initiatives empower people to make choices about their health and wellbeing by providing people with practical experience, a fresh perspective, skills, knowledge and motivational support towards healthy living.

Purpose of the post

Shoreditch Trust has a well-established Health Coaching programme that works with local residents to develop the knowledge, skills, and confidence to manage their health and wellbeing, whilst increasing their ability to access and utilise community support.

The Trust is recruiting into posts to provide Health and Wellbeing Coaching for adults 18+ within a Primary Care Network multi-disciplinary setting.

PCNs are made up of Groups of GP Practices in City and Hackney who have come together to form eight Primary Care Networks, each covering a total population of between 30,000 - 56,000. PCNs enable GP practices to work together in a collaborative way to develop and deliver network-based services that respond to the needs of the local population.

Job Description

Post holders will work in partnership with clinical and non-clinical, social care and voluntary sector colleagues to ensure the best possible outcomes for patients. The role is varied, and will include multi-disciplinary working, case management, self-management education through 1-2-1 consultation, group facilitation and facilitation of peer support.

Areas of work

- 1 Support for positive health and wellbeing
- 2 Identifying and delivering activities
- 3 Community engagement
- 4 Working collaboratively in a Primary Care Neighbourhood Setting
- 5 Reporting

1 Support for positive health and wellbeing

- Utilise existing multidisciplinary team channels to identify people who would benefit most from health and wellbeing coaching;
- Manage and prioritise a caseload, in accordance with the health and wellbeing needs of the PCN population;
- Take an approach that is non-judgemental, based on strong communication and negotiation skills, while considering the whole person when addressing existing issues;
- Provide personalised support to individuals, their families, and carers to support them to be active participants in their own healthcare; empowering them to manage their own health and wellbeing and live independently;
- Coach and motivate patients through multiple sessions to identify their needs, set goals, and supporting patients to achieve their personalised health and care plan objectives;
- Provide interventions such as self-management education and peer support;
- Support patients to establish and attain goals that are important to them;
- Support personal choice and positive risk taking while ensuring that patients understand the accountability of their own actions and decisions, thus encouraging the proactive prevention of further illnesses;
- Work in partnership with the social prescribing service to connect patients to community-based activities which support them to improve their health and wellbeing;
- Where required and as appropriate, refer people back to other health professionals within the PCN;
- Where required and as appropriate, provide peer and senior support to staff new in role.

2 Identifying and delivering activities

- Be sensitive to the needs and demands of diverse communities and identify effective ways to engage and support people to improve their health, wellbeing and community engagement;
- Remain up-to-date on developments and initiatives in the Health and Wellbeing field and find ways to incorporate them into daily work;
- Work with patients, their families and carers to identify opportunities to develop new activities to support self-management and health and wellbeing;
- Build up knowledge of, form connections with and contribute to local services and activities that could benefit clients as part of a personalised action plan;
- Identify opportunities to develop and support the delivery of group sessions;
- Share knowledge and best practice to contribute to programme development.

3 Community engagement

- Identify and provide activities that raise awareness of preventative health measures among local residents;
- Find creative ways to encourage local residents to think about and engage in conversations about their health and wellbeing;
- Identify and support pathways into the Trust's Community Champions volunteer and peer support programmes;
- Support volunteers to integrate into the programme, enabling them to fulfil their interests and support delivery of activities;
- Represent Shoreditch Trust and its programmes in a consistent and informed way;
- Work in partnership with health, social care, and community and voluntary sector providers and multi-disciplinary teams to holistically support patients' wider health and well-being, public health, and contribute to the reduction of health inequalities.

4 Working collaboratively in a Primary Care Neighbourhood Setting

- Develop relationships with Primary Care Network teams, integrating the work of the Health and Wellbeing Coach into primary care patient journey, systems and processes, ensuring that coaching is accessible as part of holistic case management;
- Develop the role in line with the priorities of the local PCN population;
- Participate in multidisciplinary discussions and Neighbourhood networking meetings;
- Support PCNs to develop their knowledge and confidence to connect people to community resources.

5 Reporting

- Maintain accurate records of client activity and interventions, complete required data and information throughout patient journey, enter data onto

Shoreditch Trust and primary care client management systems and produce regular reports of all activity against reporting standards and KPIs;

- Work to KPIs set by commissioners.

Job Requirements

In order to be responsive to the community and to be able to support Shoreditch Trust activities, you will need to be flexible, working some evenings and weekends. Hours will be agreed on a mutually beneficial basis in line with planned activities. A flexible approach is required to providing support and assistance where it is needed most during crises or emergency responses. This may be as part of an internal response to the needs of individuals/families, or as part of wider-scale local multi agency response and recovery arrangements.

Person Specification

Educational achievements, Qualifications, Training and Knowledge:

Essential

- Level 3 Health Coach, Health Trainer, Health Improvement or equivalent relevant qualification.

Desirable

- GCSE English and Maths or equivalent qualification, Grade C or above.

Experience:

Essential

- A minimum of 2 years' experience working in a public-facing, culturally diverse community setting;
- Working in a multidisciplinary team;
- Providing support on a one-to-one basis;
- Coaching and motivating individuals to achieve their health and wellbeing goals;
- Working with people who have experienced or are experiencing challenges with mental or physical health;
- Supporting people to improve their health and wellbeing in a structured, measurable way;
- Supporting people, their family and carers in a related role;
- Using data management systems.

Desirable

- Working with people at risk of social isolation or who are socially isolated;
- Providing support in group settings.

Job related aptitude and skills:

Essential

- Able to communicate effectively and sensitively with a wide range of people and to consider different cultures, religions and personal approaches with regards to health and lifestyle;
- Good problem-solving skills and ability to use initiative;
- Good influencing and negotiating skills with the ability to positively engage others and secure commitment and time;
- Able to motivate people to confront habits and behaviours that may have negative consequences and to keep them engaged and driven;
- A good understanding of the wider determinants of health and wellbeing and ability to support people to find advice, guidance and advocacy;
- Able to provide a culturally sensitive service, by supporting people from all backgrounds and communities, respecting lifestyles and diversity;
- Commitment to reducing health inequalities and proactively working to reach people from diverse communities;
- Ability to identify risk and assess/manage risk when working with individuals;
- Able to work from an asset-based approach, building on existing community and personal assets;
- Ability to organise, plan and prioritise on own initiative, including when under pressure and meeting deadlines;
- Able to communicate effectively with people who are troubled or in distress;
- Able to demonstrate discretion when discussing and handling personal information;
- Good understanding of personal safety;
- A high proficiency of IT literacy including a good working knowledge of Microsoft Office software;
- Able to manage time effectively and independently;
- A strong interest in and commitment to the aims and values of Shoreditch Trust;
- Ability to attend work regularly and on time.

Desirable

- Able to speak at least one other language relevant to the local community;
- Good understanding of Motivational Interviewing or other behaviour change techniques.

Personal qualities:

Essential

- Commitment to continuous personal development;
- Ability to work alone, as well as working co-operatively as a team member;
- Willingness to learn about new initiatives.

Shoreditch Trust Values

Our Values guide everything we do with clients, colleagues, partners & commissioners:
Equality: we believe that everyone has the right to lead healthy and fulfilling lives. We support people to recognise opportunities and overcome obstacles to realise their potential.

Connection: bringing people together is at the heart of what we do, forging strong and trusting relationships to enrich our work and the lives of our clients.

Compassion: we believe everyone should be treated with kindness and respect, and recognise that honest and challenging conversations can be as important as encouragement.

Independence: we promote independence, enabling people to make informed decisions and take ownership of their own development.

Flexibility: we strive to respond flexibly and intelligently to people's needs, understanding that there is no 'one-size-fits-all' when it comes to real lives.

Anti Racism

At Shoreditch Trust we realise that systemic racism is an issue that affects us all; we recognise the many ways that racism undermines the health and opportunities of people who are affected; we respond in every way we can to repair the harms that racism causes; and we resist any policies or ways of behaving on our part that may be racist.

Equal Opportunities

Shoreditch Trust is committed to encouraging diversity and eliminating discrimination in both its role as an employer and as a provider of services. Through its aims as a charity, Shoreditch Trust recognises that the communities we work with have endured long-term deprivation and under investment. It also recognises the incredible potential of those communities and individuals. We are committed to challenging and changing this situation and to contributing to the creation of a fair, equitable and accessible society.

Shoreditch Trust is committed to creating a diverse and inclusive organisation - a place where we all can be ourselves and reach our full potential at work. We offer a range of staff support programmes, including extensive training opportunities and wellbeing policy and initiatives. We welcome applicants from diverse backgrounds, including race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibility.

Safeguarding statement

Shoreditch Trust works with children, vulnerable young people and adults at-risk in a variety of ways and is committed to providing a safe, positive and friendly environment. We have a statutory and moral duty to ensure and promote the welfare of these groups regardless of race, disability, gender, age, sexual orientation, religion and belief, gender reassignment, pregnancy and maternity, marriage and civil partnership. Our policy extends to the treatment of all our service users, partners, volunteers, visitors and employees of Shoreditch Trust. The Trust abides by the legislation in place for safeguarding and takes into account best practice in child and adults at-risk safeguarding.

Safer Recruitment

Shoreditch Trust places the utmost importance on the welfare and wellbeing of its clients. The selection process will assess the candidate's suitability for the role and explore any gaps or anomalies in the application process. Confirmation of the post is subject to a minimum of two satisfactory references; where eligible, a satisfactory outcome of the DBS check. This is in addition to the necessary information to attend an interview: Proof of identity and proof of the right to work in the UK.

This job description is intended as an outline indicator of general areas of activity only. Shoreditch Trust is a small charity and as such all staff are expected to vary their duties as necessary to meet the needs of the organisation.