

## Role Profile

<b>Role Title:</b>	Lifestyle Coach
<b>Department:</b>	Retirement Living and Care Services
<b>Role Purpose:</b>	<p>To ensure that Midland Heart's retirement living schemes are vibrant environments that promote good health and wellbeing. To play a key role in creating a place that customers can be proud to live and our staff proud to work.</p> <p>To make links and partnerships within the local community. To design, coordinate and deliver a programme of lifestyle activities supporting holistic wellbeing and social inclusion for our customers</p>
<b>Reporting to:</b>	Scheme Manager
<b>Responsible for:</b>	Recruiting, supporting and coordinating volunteers.
<b>Disclosure level:</b>	Standard
<b>Role Level:</b>	Frontline Worker

<b>Key Role Responsibilities</b>	<p>Ensure that customers and their families have a voice in their programme of lifestyle activities. Lifestyle Coach will take responsibility for organising and facilitating monthly planning meetings with all key stakeholders.</p> <p>Plan and delivering a quality programme of lifestyle activities that help people to learn, laugh, live independently and be excited about their future. The programme must be varied and meet the identified needs and preferences of the customers in the scheme.</p> <p>Review and monitor the lifestyle programme's impact. Report against key performance indicators and provide evidence of performance.</p> <p>Take a creative approach to delivering lifestyle activities and to work closely with the catering team including planning and facilitating themed activities and events.</p> <p>Design, deliver and facilitate lifestyle activities that promote and improve the holistic health and wellbeing of customers. Be proactive in supporting customers to retain their independence and to develop new skills.</p> <p>Effectively promote the programme of lifestyle activities within the scheme, within Midland Heart and within the local community.</p>
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	<p>Raise funds and develop funding models to deliver a quality programme of lifestyle activities that is cost neutral to Midland Heart and affordable for customers</p> <p>Deliver activities that are fun and entertaining. Create a vibrant and welcoming atmosphere within schemes that deliver high levels of customer satisfaction.</p> <p>Embed the scheme into the local community and to help customers to feel that they are part of the community. Invite the local community, and the resources that are in the community into the scheme.</p> <p>Ensure that all activities within schemes are delivered safely and in accordance with Midland Heart's Health and Safety Policy and Procedure.</p>
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<b>Education, Qualifications and Training</b>	<p>Numeracy and literacy equivalent to GCSE grade C or above.</p> <p>Proficient in MS Office.</p>
<b>Knowledge and Experience</b>	<p>Proven track record in delivering a creative and inclusive approach to older people's wellness and activities.</p> <p>A good knowledge of older people and the issues pertaining to them.</p> <p>Experience of developing and delivering themed activities/events capable of engaging a diverse audience with diverse needs.</p> <p>Experience of facilitating groups.</p> <p>Experience of working with vulnerable people.</p> <p>Experience in managing budgets</p> <p>Experience of managing people</p>
<b>Role Specific Skills &amp; Behaviours</b>	<p>Good communication skills and a flair for being creative.</p> <p>A desire to make a difference to people's lives, and encourage older people to pursue new dreams and goals.</p> <p>Ability to network to create partnerships and positive relationships within Midland Heart and in the community.</p>

	<p>Understanding of and commitment to the principles of equality and diversity.</p> <p>Ability to influence and motivate customers, family members and staff.</p> <p>Able to work as part of a team and on own initiative</p>
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