**Job Description: Health Coach (HC)**

**Role:** Health & Wellbeing Coach (Band 5/6)   
**Accountable to:** PCN Clinical Director / GP Lead / Operation Manager   
**Hours:** Full-time (37.5 hrs) / Part-time considered   
**Base:** SS9 South PCN Hub (Hybrid: Virtual + Face-to-Face)

Health and wellbeing coaches (HWBCs) will predominately use health coaching skills to support people with lower levels of patient activation to develop the knowledge, skills, and confidence to become active participants in their care so that they can reach their self-identified health and wellbeing goals. They may also provide access to self-management education, peer support and social prescribing. HWBCS will use a non-judgemental approach that supports the person to self-identify existing issues and encourages proactive prevention of new and existing illnesses.

This approach is based on using strong communication and negotiation skills, supports personal choice and positive risk taking, addresses potential consequences, and ensures people understand the accountability of their own decisions based on what matters to the person. They will work alongside people to coach and motivate them through multiple sessions, supporting them to self- identify their needs, set goals, and help them to implement their personalised health and care plan.

The role will require managing and prioritising a caseload, in accordance with the needs, priorities and any urgent support required by individuals in the caseload. To provide one-to-one health coaching support for people with one or more long term conditions, based on what is important to them, with the aim of:

 · Improving people’s levels of ‘patient activation’

· Empowering people to improve their health outcomes and sense of wellbeing. Preventing unnecessary reliance on clinical service

· Providing interventions such as self-management education and peer support

· Supporting people to establish and attain goals set by the person based on what is important to them, building on goals that are important to the individual

· Working with the social prescribing service to support the triaging of referrals that connect people to the right intervention/ community-based activities which support their health and wellbeing

· To work as part of a multidisciplinary multi agency team to promote Health Coaching and to promote Personalised Care and Supported Self- Management, modelling the coaching approach in their work

· To support local health, social care, and voluntary sector professionals to make appropriate referrals to the service

· To promote and raise awareness of the health coaching service particularly to groups and communities that experience barriers to access. Ensure that all PCN staff are made aware of health coaching and social prescribing services and support colleagues to improve their skills and understanding of personalised care, behavioural approaches, and ensuring consistency in the follow up of people’s goals where an MDT is involve

· Raise awareness within the PCN of shared decision making-making conversation. Also working on this to develop into an integrated neighbourhood team with future expansion into obesity and weight management and ability to tackle inequalities

**Key Responsibilities**

**1. Direct Patient Support**

* Deliver 1:1 health coaching (virtual & F2F) to patients with long-term conditions.
* Use motivational interviewing to support behaviour change.
* Help patients set self-identified health goals (not clinician-imposed targets).
* Provide self-management education (e.g., understanding medications, healthy eating).

**2. Multidisciplinary Working**

* Attend PCN MDT meetings to discuss complex cases.
* Work with social prescribers to connect patients to community activities.
* Support GPs/nurses in adopting coaching approaches.

**3. Administrative Duties**

* Maintain SystmOne records (care plans, session notes).
* Monitor patient outcomes (PAM scores, clinical metrics).
* Ensure GDPR compliance when handling patient data.

**4. Service Development**

* Promote health coaching across the PCN (e.g., staff training sessions).
* Contribute to evaluating & improving the service.

**Person Specification**

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| **Criteria** | **Essential** | **Desirable** |
| **Qualifications** | Level 3+ Health Coaching Certificate (e.g., NHS-approved) | Psychology/Nursing/Allied Health background |
| **Experience** | 1+ year coaching (health, lifestyle, or social care) | NHS/primary care experience |
| **Skills** | Motivational interviewing, active listening | Behavioural change techniques |
| **Knowledge** | Long-term condition management | Social prescribing pathways |
| **Attributes** | Non-judgemental, empathetic | Resilient, organised |