

# UC San Diego

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## Director of Health Promotion Services

### Position Profile



Prepared by **Keeling**  **Associates**  
Change for Learning

# The Opportunity

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University of California San Diego (UC San Diego) is committed to creating a culture that enables all students to flourish in body, mind, and spirit. To help realize that vision, UC San Diego seeks a dynamic and creative Director of Health Promotion Services to promote a culture of health and well-being for the student community. This is a tremendous opportunity to be a contributing leadership partner for an already strong health and wellness cluster. The Director will integrate the efforts of multiple campus departments, providing support for student wellness through a holistic approach emphasizing the 8 dimensions of student well-being. UC San Diego is one of the nation's top public research universities and is situated on a sunny, beautiful campus only five miles from the Pacific Ocean.

The Student Health and Wellness Cluster (SHW) is an integral part of the greater UC San Diego Health, a system repeatedly ranked the No. 1 health care system in the region. As such, the SHW cluster provides primary medical care, including urgent care and support services, counseling and psychological services, and health promotion services to over 42,000 undergraduate, graduate, and professional students. The successful candidate will be an astute and inspiring leader who possesses a deep understanding of student needs and the strategies for effectively improving student outcomes and their sense of well-being. The Director must have a broad understanding of college health trends, the ability to navigate a complex organizational structure, and a demonstrated record of implementing best practices and innovative methods with the goal of promoting a culture of healthy behaviors contributing to the academic success and personal development of all students. In addition, the University is seeking an excellent communicator who will promote a positive and inclusive climate for a collaborative and forward-thinking team.



# About UC San Diego

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UC San Diego is a student-centered, research-focused, and service-oriented public institution. Recognized as one of the top fifteen research universities worldwide, a culture of collaboration sparks discoveries that advance society and drive economic impact. Students are very committed to public service. For the fifth consecutive year, UC San Diego has been ranked first in the nation on research, civic engagement, and social mobility. One campus with multiple pillars of excellence, a top ten public university that is

transforming lives, shaping new disciplines, and advancing the frontiers of knowledge. UC San Diego's rich academic portfolio includes six undergraduate colleges, five academic divisions, and four graduate and professional schools. <https://catalog.ucsd.edu/about/>.

## Position Summary

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Reporting directly to Executive Director for Student Health and Well-Being, the Director of Health Promotion Services will serve as the leader for the Health Promotion Services department, which includes health educators, dietitians, collegiate recovery services, administrative assistants, and marketing and communication support for the entire Student Health and Wellness Cluster, for a total of 13.5 professional staff. The Director will play a leadership role in the SHW cluster, serving as a member of the executive team, with direct oversight of all health promotion activities that address priority student health issues and trends. Finally, the Director of Health Promotion Services will work closely with Student Affairs, the seven Colleges, Graduate Division, Professional schools, Academic Departments, Faculty, Student Leadership, Community Health Organizations, and various campus units to support an integrate approach to a strong and active wellness culture at UC San Diego. Supporting the mission of the university to establish a campus-wide agenda that advances the health of students and promotes student development, retention, and success is the core focus of this role.



# Core Functions and Duties

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## ***Health Promotion Services Program Development, Strategic Planning and Management***

- Develop and monitor operational and budget processes, staff FTE, finance, human resources, and space planning.
- Develop, project, review and monitor the HPS Department's business plan and annual budget.
- Develop and implement HPS Department policies and procedures.
- Prepare short- and long-range planning and improvements to processes.
- Set short term goals and priorities for subordinate professionals and support staff.
- Develop, plan, implement and evaluate short- and long-range goals and objectives for health promotion services.
- Manage, through staff, the daily operation of the unit with full responsibility for the outcome.
- Direct daily operation of HPS Department.
- Hire, train, manage, supervise, and evaluate professional support and/or student staff.
- Assist with the editing of campus-wide policies that pertain to student health.
- Chair, facilitate, and/or serve on various SHW and campus committees.
- Stay current on outside funding sources and solicit funds through grant proposals, as available.
- Provide direct student/client education and follow-up, as needed.
- Identify staff training needs and opportunities and assist employees with development and reclassification opportunities.
- Conduct performance evaluations, including communication with subordinates, and recommendations for incentive awards and salary increases, including merits and reclassification.
- Clearly communicate job expectations and monitor performance and progress.
- Oversee all aspects of the Health Promotion Services (HPS) department, including The Zone, and with authority, develop strategic plans and provide work direction to health promotion.
- Manage general marketing efforts for SHS and for HPS, including The Zone; oversee the design and production of all publicity and advertising.
- Serve on the SHW Executive Committee.
- Collaborate with CAPS on the Tritons Flourish Program.
- Develop and analyze periodic reports on HPS activities and program evaluations.
- Gather, analyze, and report results of health promotion/wellness assessments and research to inform strategic planning and the development of new initiatives and interventions.

## Core Functions and Duties (Continued)

### ***Campus-wide Student Wellness Program and Strategic Planning***

- Functions as SHW management team member and is responsible for providing expertise related to health behavior and health promotion and program evaluation.
- Direct student wellness and development and activities in relation to assessed campus needs, UC system-wide programs and national trends.
- Work collaboratively to manage campus programming in the following areas: alcohol, tobacco, other drugs, reproductive health, STD prevention, nutrition, sleep, stress management and mental health (with CAPS), case management, physical activity, and general well-being.
- Establish and recommend change to policies which affect the assigned unit(s).
- Remain current on strategies and programs for promoting student health and well-being on campus and provide leadership in strategic planning and quality improvement activities.



### ***Campus and Community Engagement and Collaboration***

- Serve as a representative of the Health Care organization at campus meetings or committees.
- Advise manager on changes and improvements to Health Education and Student Wellness support programs.
- Maintain cooperative, responsive working relations with University departments and the community at large.
- Present and participate in campus-wide orientations, events, and functions.
- Meet with community and local public representatives to plan collaborative projects for college student development, as well as campus community health education.
- Represent SHW and VCSA on campus wellness committees.
- Oversee the management of the peer education program, a 60+ student volunteer program, which includes providing critical advice and guidance on recruitment, training and evaluation, workshop development and evaluation, training and syllabus development, and leadership development opportunities for student volunteers in the peer education program.
- Continually evaluate factors relevant to retention and advancement of staff to maintain high morale and staff development opportunities.



# Position Requirements

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- Master's or doctoral degree in relevant area, including public health, health psychology, health behavior change or related area. Degree in other fields such as student affairs may be considered with evidence of sufficient college health promotion experience.
- Demonstrated knowledge and application of health promotion, health behavior change, health psychology, and population-based theories and models. Demonstrated knowledge and application of student development and learning theories and models.
- Excellent written and verbal communication skills to communicate effectively with students, faculty, and staff at all levels in the organization, business partners and the medical community.
- Knowledge of health care delivery systems. Comprehensive knowledge of campus policies, programs and initiatives relating to Health Care services provided to students, faculty, and staff.
- Comprehensive knowledge of budget / fiscal related processes. Experience conducting assessment/program evaluations and using results to guide programmatic decisions and budget allocations.
- Comprehensive knowledge of HR-related policies and procedures. Knowledge of union contracts and preparation of contract negotiations, in consultation with Human Resources.
- Must have project management and organizational leadership skills.
- Must be able to collaborate with student health well-being staff and others across campus, both internal and external, at all levels in the organization on matters of significance.
- Must be able to establish priorities, goals, objectives, and timelines for achievement of goals.



# Position Requirements (Continued)

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- Proficient skills in marketing, social marketing, and public relations.
- Exceptional skill in designing and implementing evidence-based comprehensive health promotion programs to improve the overall health, well-being, and academic performance of college students, including development, implementation, management, and evaluation.
- Strong demonstrated knowledge of psycho-social and environmental influences on health behavior with ability to analyze high-risk health behaviors in a university population.
- Experience using bio-psycho-social, ecological, and other health promotion models.
- Comprehensive working knowledge of the ACHA (American College Health Association) Standards of Practice for Health Promotion in Higher Education. Demonstrated knowledge to conceptualize health promotion in the context of higher education.
- Excellent presentation and teaching skills, especially with respect to diverse populations. Demonstrated commitment to diversity and cultural competence and the ability to work in a multicultural environment.
- Experienced with handling multiple projects simultaneously, manage time effectively and prioritize tasks. Demonstrated creativity, resourcefulness, and use of original ideas in the performance of duties.
- Experience conducting literature reviews and program evaluations, interpreting findings, and developing plans to respond to findings programmatically and strategically.
- Demonstrated ability to actively foster a positive, welcoming climate, and value, include and support all in the UC San Diego community.
- Demonstrated commitment to diversity and inclusion to foster the best possible working and learning environment.
- Demonstrated commitment and ability to acknowledge, advocate and support the efforts to dismantle structural racism and divisive biases based on race, ethnicity, sex, gender identity, age, disability, sexual orientation, religion, and political beliefs.





# Application Process

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UC San Diego has partnered with Keeling & Associates, LLC for this search. Applications should include a resume and a cover letter addressing your interest in and qualifications for the position. Application materials must be sent, preferably as PDFs, to [recruiting@keelingassociates.com](mailto:recruiting@keelingassociates.com) with the subject heading "UC San Diego Director of Health Promotion Services." Candidates are encouraged to submit materials by October 14, 2022, to receive full consideration. The search will continue until an appointment is made.

Confidential inquiries and nominations should be addressed to the K&A senior consultant leading this search, Dr. Lili Rodríguez, at [lrodriguez@keelingassociate.com](mailto:lrodriguez@keelingassociate.com)



*UC San Diego Health is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, age, protected veteran status, gender identity or sexual orientation. For the complete University of California nondiscrimination and affirmative action policy see: <http://www-hr.ucsd.edu/saa/nondiscr.html> Employment is subject to a criminal background check, pre-employment physical including drug screen, and successful engagement in the UC COVID-19 Vaccination program (fully vaccinated with documented proof or approved exception/deferral). UC San Diego is a smoke and tobacco free environment. Please visit [smokefree.ucsd.edu](http://smokefree.ucsd.edu) for more information.*