

# Job Description: Health Coach



## Position Summary

The Health Coach is a key member of the general practice team, working alongside clinicians to support individuals and whānau experiencing challenges that impact their health and wellbeing. Drawing on relevant lived experience and/or support work experience, the Health Coach partners with people to build their knowledge, skills, and confidence to actively manage their own health.

Using evidence-based approaches, Health Coaches support individuals and whānau to identify priorities, set meaningful goals, and develop practical plans to improve their hauora (holistic wellbeing). The role is grounded in empowerment, self-management, and culturally safe, whānau-centred practice.

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### Key Responsibilities

#### 1. Self-Management Support

- Partner with individuals and whānau to identify priorities, goals, and aspirations.
- Support development of practical, achievable self-management and behaviour-change plans.
- Provide clear, accessible health information and education.
- Teach health management and problem-solving skills.
- Promote sustainable behaviour change and encourage participation in healthcare.
- Work with individuals, whānau, and groups to build confidence, capability, and independence.

#### 2. Bridging Clinicians and People/Whānau

- Act as a liaison between clinicians and individuals/whānau.
- Support understanding of clinical advice and treatment plans.
- Ensure care plans are understood, culturally appropriate, and agreed to.
- Support shared decision-making and alignment with individual priorities.

#### 3. Navigation of Health and Community Services

- Assist individuals and whānau to access health, social, and community services including NTA (National Travel Assistance programme).
- Connect people with appropriate supports, including kaupapa Māori services where available.
- Support individuals to advocate for themselves and ensure their voice is heard.

#### 4. Emotional and Practical Support

- Provide compassionate, strengths-based support grounded in manaakitanga.
- Build trusting relationships with individuals and whānau.
- Support coping strategies, stress management, and emotional wellbeing.
- Recognise and respond to holistic needs, including cultural and social factors.

#### 5. Continuity of Care and Follow-Up

- Provide timely, often same-day support within the general practice setting.
- Maintain continuity of care in a busy, multidisciplinary environment.

- Be available at agreed times and provide proactive follow-up on goals and plans.
- Ensure coordinated care through collaboration with clinicians and other providers.

## 6. Community Engagement and Group Education

- Demonstrate the confidence and skills to facilitate community workshops on a range of health and wellbeing topics, coordinating with Aotea Health clinicians and local experts to deliver relevant, accessible education (e.g. menopause, addiction, puberty, immunisation, exercise and advance care planning).
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### Assessment and Care Planning

- Conduct a brief, patient-centred holistic assessment at first contact.
  - Take a whānau-centred approach, recognising physical, mental, spiritual, and social wellbeing.
  - Work collaboratively to identify goals and priorities.
  - Support development and implementation of personalised care plans.
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### Core Role Functions (HEALS Framework)

- **Helpful:** Provide practical support to individuals, whānau, and the clinic team.
  - **Educator:** Deliver evidence-based health information in accessible ways.
  - **Available:** Provide responsive, timely support, often on the same day.
  - **Link:** Connect individuals and whānau to services and supports.
  - **Support:** Encourage and enable progress toward self-management goals.
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### Service Delivery Approach

- Deliver care in general practice or community settings as agreed with the individual/whānau.
  - Work as part of an integrated team with shared systems and coordinated communication.
  - Facilitate easy, low-barrier access to Health Coach support without formal referral delays.
  - Ensure seamless service delivery across healthcare and community providers.
  - Demonstrate culturally safe practice, including skills, knowledge, and attitudes that support equity for Māori.
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### Qualifications and Requirements

- Completion of a recognised Health Coach Training programme in New Zealand (training may be completed on the job).
  - Relevant lived experience and/or support work experience.
  - Police vetting clearance and compliance with requirements for working with vulnerable populations.
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### Key Skills and Attributes

- Strong interpersonal and relationship-building skills, including whakawhanaungatanga.
- Passion for supporting individuals and whānau to achieve positive change.
- Ability to work collaboratively within multidisciplinary teams.

- Excellent communication skills, with the ability to simplify complex information.
  - Adaptability and ability to thrive in a busy, dynamic environment.
  - Commitment to culturally safe practice and improving equitable health outcomes.
  - Confidence using computer systems and the ability to learn and use multiple software platforms to manage patient health information, along with the skills to create posters, workshop materials, informational pamphlets, and other documents to support patient care and community education.
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### **Role Philosophy**

Health Coaches work with people and whānau, not *for* them, empowering them to take ownership of their health. The focus is on building confidence, capability, and independence through a strengths-based, mana-enhancing approach that supports long-term wellbeing.