



**Amherst College
Office of Human Resources**

JOB DESCRIPTION

Title: Program Director for Mental Health Promotion

Department: Office of Student Affairs Reports to title: Director of the Counseling Center

Full Time: X Part Time: _____ Date Prepared: 01/03/2020

Job Group & Level: PT-4 Regular Daily Work Schedule: _____ to _____

Pay Type: Weekly _____ Monthly X Months Per Year: 12 Hours Per Week: 40

1. Summary of Position:

The Program Director for Mental Health Promotion is responsible for overall vision, leadership, coordination and assessment of the Mental Health Promotion Program (MHPP). The mission of MHPP is to mobilize and coordinate efforts to alleviate campus-wide mental health concerns, including depression, loneliness, suicidality, stress and anxiety, and to promote flourishing in the student community. The Program Director for Mental Health Promotion engages the campus in cultural and environmental change efforts to promote student well-being, and analyzes research and theory and then translates it into practical solutions that address Amherst's specific needs and environment. The MHPP operates from a public health model with an emphasis on:

- proactive prevention efforts
- group and population level interventions, and skill building in active listening and support, resilience, CBT, ACT, and other skills that promote psychological well-being
- campus culture change, drawing on theory, research and knowledge of student concerns to inform priorities and develop a strategic plan to promote student mental health and well-being
- an understanding of how diversity influences the design and implementation of mental health promotion initiatives

The Program Director for Mental Health Promotion understands the intersection of identities with health behaviors and barriers to access of resources. This position also serves as an active member of a diverse workforce and participates in the College's efforts to create a respectful, inclusive, and welcoming work environment.

2. Principal Duties and Responsibilities:

40% Programming

- Develop and conduct trainings and workshops to increase awareness of mental health concerns, ensure appropriate response and referral to support resources, and build skills in the areas of active listening and support, suicide prevention and crisis-response, stress-reduction, resiliency and self-care, e.g. Student Support Network Training, Responding to Students in Distress Training, Grit & Resiliency Training, stress-reduction and self-care workshops
- Design and implement large-scale interventions that promote mental health and well-being, e.g. the Wellness Challenge, the Belonging Intervention, ProjectConnect
- Plan and oversee events and activities related to mental health promotion, e.g. Life Stories, speakers
- Ensure that planning and programming is inclusive and effective for the diverse and multiple identities represented within the Amherst College community and provide active outreach to at-risk groups
- Conduct needs assessments and identify campus mental health goals and priorities
- Employ knowledge of current research to design evidence-based programs to promote mental health and well-being
- Employ effective outreach and marketing strategies to raise awareness of issues, services and programs, e.g. maintain website and social media presence, table, create and distribute passive educational material such as posters, brochures, videos

20% Leadership

- Cultivate and train select College staff in mental health promotion methods, including public health and socio-ecological models
- Engage campus partners in mental health promotion efforts. This includes collaborating with key stakeholders, specifically Health Education, the Counseling Center, Residential Life, the Resource Centers, Diversity and Inclusion, Case Management, and Athletics.
- Provide consultation to campus partners on best practices and methods to integrate mental health promotion strategies into campus life
- Recruits, trains and supervises the Wellness Team of student staff to lead mental health promotion initiatives and programs.
- Advises student mental health groups, e.g. Active Minds
- Actively engage in ongoing professional development related to mental health promotion

15% Psycho-educational Interventions

- Develops and provides group-based psycho-educational interventions that prevent suicide and promote factors that enhance mental health
- Conducts psycho-educational classes and skills groups with Counseling Center clients and other students, e.g. resilience groups, CBT and ACT for depression and anxiety, skills groups for specific disorders such as disordered eating, etc.
- Documents all group or class activities

10% Assessment and Program Evaluation

- Ensure that MHPP decisions are, to the highest extent possible, data-driven, theoretically-grounded and that they incorporate the vision and values of campus stakeholders, including faculty, staff, and students, especially those living with mental illness

- Organize, implement, and evaluate mental health promotion efforts and continuously refine efforts for maximum impact
- Analyze Amherst mental health data, including National College Health Assessment, Healthy Minds, and other mental health surveys; track trends in student mental health status and behavior; and provide community education based on results
- Collect and analyze data on effectiveness of clinical initiatives that promote mental health and prevent mental illness

10% Administrative

- Serve on various committees and workgroups both across the College and within the Office of Student Affairs
- Works effectively within the Counseling Center’s electronic medical record system
- Attends staff meetings and clinical case conference meetings
- Represent the Counseling Center department as needed

5% Performs other duties/functions as requested

All employees are expected to participate in the College’s efforts to create a respectful, inclusive, and welcoming work environment.

3. Internal-External Interaction/Communication:

The success of this position hinges on excellent communication skills both inside the Counseling Center and with external partners across the campus and students. We expect the person in this position to be able to function well in a cohesive team model and to work collaboratively.

Additionally, because of the nature of counseling, the person in this position must have exceptional interpersonal and relationship skills, and be able to work in culturally sensitive ways with a very diverse set of colleagues and students.

4. Education: (include certifications and licenses)

Required:

- Master’s degree in public health, health promotion, health education, social work, or related field

Preferred:

5. Experience: (List specific skills necessary to perform this job)

Required:

- 3 years of post-master’s work experience
- Demonstrated familiarity with mental health issues common to college students

- Knowledgeable in current research and best practices in the field of health promotion, public health, behavior change, and organizational change
- Familiar with modern, evidenced-based models of individual behavior change
- Demonstrated skill in employing evidence-based strategies to develop, implement and evaluate comprehensive health promotion initiatives using public health approach
- Experience providing training on health promotion topics to employees, trainees, and others
- Excellent verbal and written communication skills
- Experience with social media and website maintenance
- Experience supervising students, part-time employees, and/or volunteers
- Demonstrated communication and diplomacy skills to build coalitions and cultivate relationships with key-stakeholders who may have multiple, and at times conflicting, visions for mental health promotion
- Experience working with a diverse community
- Work on weekends and evenings as needed

Preferred:

- 5 years of experience, post Master's degree, preferably in higher education setting
- Experience in mental health promotion and/or with work that fosters psychological wellbeing
- Experience with best practices in suicide prevention
- Experience in conducting psycho-educational groups and classes, and/or skills-development groups or classes

6. Environmental and Physical Demands: (Please describe the work environment and unusual physical demands, i.e. lifting requirements.)

Repetitive motions including hands, wrists and fingers; visual –normal concentration; lift, carry, push and pull 10 lbs.

7. Decision Making:

This is a leadership position and requires high levels of independent thinking and critical decision-making skills. This position must be able to develop a strategic plan for mental health promotion and design the methods to implement that plan on behalf of the College. Additionally, the person in this position will regularly be making crucial clinical judgments for both their own clients and those of other clinicians when they provide group counseling.

The work environment is fast-paced, and although consultation is always available, we expect the person in this position to be able to make routine administrative and clinical decisions quickly, effectively, and autonomously. All clinical decisions need to be in keeping with both Massachusetts law and the ethical principles that guide the discipline under which the employee's license is held (e.g. APA Ethical Principles, the NASW Code of Ethics, etc.).

8. Supervision Exercised/Received:

The AD/MHP is expected to work independently, with minimal oversight from a supervisor.

Supervisory Responsibility: Yes X No _____

Number of Employees Supervised: Supervises 5-10 student employees

