

ALIVE WEST NORFOLK

JOB DESCRIPTION

JOB TITLE	Active Community Manager
SERVICE AREA	Alive West Norfolk
SECTION	Business and Sports Development
POST NUMBER	AW016

MAIN PURPOSE OF JOB

To design, manage and develop the delivery of sustainable sport and physical activity opportunities and events for the community of Kings Lynn and West Norfolk, aiming to increase participation, improve opportunity and access to sport and physical activity and improve health and social outcomes of residents.

KEY AREAS

1. To increase participation in community sport and physical activity.
 2. Overcome barriers to sport and physical activity participation.
 3. Improve community health and add social value through sport and physical activity.
 4. Develop the sport and physical activity workforce and infrastructure to increase community sport and physical activity opportunities including attracting grants and funding where required.
 5. Manage community events related to sport and physical activity.
-

MAIN DUTIES

Community Sport and Physical Activity Participation

1. To increase community sport and physical activity participation by developing activity programmes including:
 - Community Sport
 - Community Fitness
 - Active Leisure
 - Active Travel
 - Health Improvement
2. Working with stakeholders to deliver, devise or promote sport and physical activity offers and initiatives. Key stakeholders will include:
 - Sport England
 - UK Active
 - Active Partnerships
 - Schools Sports Partnerships
 - The College of West Anglia
 - Schools
 - Clubs
 - Health Partners
 - Community Groups
 - Charities
3. Overcome barriers to participation in sport and physical activity by:
 - Identifying barriers to participation for West Norfolk residents.
 - Implementing strategies and programmes to remove the barriers.
 - Improving access to sport and physical activity opportunities and facilities.

- Deliver programmes for underrepresented target groups including:
 - Rural Communities
 - Children and Young People
 - Women and Girls
 - People with Disabilities
 - Older People
 - Those with specific health conditions
4. To market and promote sport and physical activity opportunities, informing the local community via social media, press, radio and publicity material as appropriate.
 5. Ensure all programmes meet legislative requirements for health and safety and safeguarding.

Community Health and Social Value Impact

6. Improve the health of residence of West Norfolk through sport and physical activity with targeted programmes for:
 - Long term health conditions highlighted by Public Health England (PHE).
 - Mental Health
 - Cardiovascular Disease (CVD)
 - Obesity
 - Cancer
 - Dementia
7. Add social value to the community with a focus on:
 - Anti-social behavior
 - Supporting the homeless
 - Supporting in reducing the impact from drugs and alcohol use.
8. Measure and report on the health and social value impact of these programmes.

Sport and Physical Activity Infrastructure

9. Improve access to sport and physical activity through:
 - Signposting and promoting current facilities, clubs, programmes and initiatives.
 - Developing new/alternative use facilities in low participation areas.
 - Improving travel options/opportunities to access current facilities and programmes.
10. Develop a workforce to support sport and physical activity opportunities including:
 - Volunteers including:
 - Rural Sport Co-ordinators
 - Events Assistants
 - Club Support
 - Activity Leaders
 - Apprentice
11. Develop a Coach Education Programme to develop new and upskill current coaches/activity leaders.
12. Consider the use of new and current technologies to improve communication and raise awareness of opportunities and incentivise improved activity levels.
13. Attract funding and investment to West Norfolk to improve sport and physical activity participation through grant applications, sponsorship, donations and investments.
14. Support the development of local clubs and community groups by:
 - Advising on club/group development.
 - Supporting grant applications
 - Operating a loan of equipment scheme.
 - Administering AWN and BCKLWN grant scheme for Coach Education and Talented Athletes.

Sport and Physical Activity Community Events

15. To manage, co-ordinate and promote sports and physical activity related events such as:
 - GEAR.
 - Rural Village Games.
 - Hunstanton Bowls
16. To develop an events strategy and programme to increase regular participation in sport and physical activity
17. Ensure events meet contractual obligations and legislative requirements for health and safety and safeguarding.
18. Implement an evaluation framework with clear success measures and KPI's for all aspects of events, including:
 - Trend data
 - Cost benefits
 - Participation levels and conversion to regular activity
 - Profile of participants
 - Quality/customer satisfaction
 - Legacy impact.

Business and Organisational Development Programmes

19. Support the identification of new business development opportunities with research and benchmarking. Your work should provide evidence to support recommendations to SMT for future projects.
20. Undertake feasibility analysis of identified projects as required.
21. Research available funding/grant opportunities and apply for funding/grants which would support agreed activities/projects of Alive West Norfolk.
22. Support capital programmes and major projects as directed by the Head of Development. This will involve:
 - Project planning including managing plan adjustments.
 - Communicating the plan, responsibilities and actions.
 - Budget monitoring.
 - Ensuring programmes run to schedule with timely completion.
 - Agreed regular updates on progress.
 - Contingency plans to keep projects on track.
23. Work with operations to ensure development and programmes meet operational requirements and are handed over to operations on project completion.
24. Evaluate and review projects to ensure they meet programme objectives and achieve the return on investment agreed with stakeholders and funders.

Other

25. To prepare reports for the Head of Development and the Alive West Norfolk Board as required.
26. To undertake any other duties as may reasonably be required at any Alive West Norfolk site and have means of or access to transportation.
27. Responsibility for ensuring that any information collected, recorded, analysed or reported whilst undertaking the duties of this post is reliable, accurate, timely and in accordance with the principles of the Council's data quality strategy.

ALIVE WEST NORFOLK

PERSONAL SPECIFICATION

JOB TITLE	Active Community Manager
SERVICE AREA	Alive West Norfolk
SECTION	Business and Sports Development
POST NUMBER	AW016

MAIN PURPOSE OF JOB

To design, manage and develop the delivery of sustainable sport and physical activity opportunities and events for the community of Kings Lynn and West Norfolk, aiming to increase participation, improve opportunity and access to sport and physical activity and improve health and social outcomes of residents.

CRITERIA FOR SUCCESSFUL PERFORMANCE IN THE JOB

Knowledge

- Essential**
- Understanding of development issues and the sustainability of the programmes;
 - Experience in sport and physical activity development and events operations and programming;
 - Experience of working with children;
 - Appreciation of barriers to participation and the needs of target groups;
 - Experience of working with education sector;
 - Understanding of the roles of various agencies in sport and physical activity e.g. Sport England, UK Active, Public Health England, Active Partnerships and Governing Bodies of Sport.
- Desirable**
- Preferably possess coaching qualification(s) and coaching experience;
 - Preferably educated to degree level in related discipline;
 - Preferable experience of successfully obtaining grant funding;

Skills

- Essential**
- Ability to produce effective plans and affect positive change;
 - Organisational, planning and promotional skills;
 - Good communicator (written and spoken);
 - Good inter-personal skills at all levels;
 - Ability to prioritise work;
 - Pleasant disposition and smart appearance;
 - Full driving licence and car
 - IT literacy/experience.

Attitude

- Commitment and enthusiasm and a positive attitude towards the concept of leisure provision and improving the quality of life in the Borough;
- Proactive in approach and ability to lead by example to initiate activity and make things happen;
- Flexible approach to working hours and a willingness to work unsociable hours;
- Ability to work unsupervised and to initiate work;
- Commitment to equality principles;
- Willingness to work in co-operation with others.

This post is full time 37 hours which are required to be worked flexibly to operate programmes and events, to include evenings, weekend and bank holidays.