

## **Head of Place**

### **Job Description and Person Specification**

The Head of Place will play a significant part in leading our focused place-based expansion work to create positive change in the health of our communities. Influencing and bringing together multiple parties to create a movement in enabling our communities to be active.

The role is initially for a one-year period, to lead on the development phase of the place expansion programme. A successful place expansion award will enable the work to continue to 2028.

Working together with our Director of Strategy and Place, and the place-based team, you'll be forming a team with a core focus on a new Sport England funded place-based expansion approach, ensuring we enable and influence partners and communities to address inequalities in physical activity in Boston and East Lindsey.

We want to recruit an individual with high personal drive to make a difference, they need to operate well in a complex system wide environment and can help forge a path for future learning and success. An autonomous self-starting approach is key alongside the ability to connect and co-create with the communities and partners we work alongside.

You will lead an equally driven community-based team to support in delivery of our goals and will play an essential part in contributing to the organisational aims of helping more people to be more active more often. Taking learning from our specific place-based activities and helping to disseminate this across the broader team and Lincolnshire area.

The post holder will be an excellent leader of teams with a strong ability to connect and influence a wider network. Strong communications skills are key to be able to translate complex health information across a wide spectrum of partners, demonstrate an innovative approach and a holistic view of the challenge we face. They must also be confident in outcome reporting, demonstrating social returns on investment, communication and able to navigate and support the relevant governance.

#### **About Active Lincolnshire**

Active Lincolnshire is a charity and one of the national network of Active Partnerships supported by Sport England to lead the local implementation of the national 'Uniting the Movement' strategy which we do through 'Let's Move Lincolnshire' the countywide strategy for physical activity.

It is our aim that everyone in Lincolnshire has options and opportunities to be active every day. We are particularly focussed on increasing physical activity levels and using the positive power of sport and physical activity to tackle inequalities. Lincolnshire as a county has high levels of inactivity, exacerbating other challenges including long-term health conditions - further impacted by gaps in the provision of relevant and accessible opportunities to be active.

Tackling the challenge of inactivity requires us to be working at system level with a wide and complex network of partners and stakeholders and understanding people in our communities. We do this through understanding need, enabling and connecting others to create change.

Anyone joining the Active Lincolnshire team must demonstrably uphold our values of integrity, collaboration, inclusivity, innovation and learning and our commitment to equality, diversity and inclusion and tackling inequalities. Given the nature of the role, an utmost ability to maintain and respect confidentiality is crucial.

How we behave and our ways of working are important to success – specifically the post holder will need to be committed to being a team player, having empathy, a growth mindset and understanding other perspectives.

**The Head of Place will:**

**1. Be an inspirational and supportive leader**

- Have strong leadership presence, including the ability to inspire, develop and motivate your team.
- Support the design of the place-based team based on local need, including leading the recruitment process.
- Collaborative in approach and enable a culture of sharing.
- Ensure tackling inequalities is embedded throughout the work, using insight and lived experience to increase impact and understanding of the inequalities agenda and removing barriers to participation.
- Represent Active Lincolnshire at events, in meetings and through communications, briefings, presentations and advocacy.

**2. Develop our place-based approach.**

- Work closely with your wider place team and our Director of Strategy and Place to develop our approach.
- Engage with and mobilise strategic stakeholders across the system, including local authorities, community organisations, health and care partners.

- Liaise with Sport England and the other place expansion programmes, ensuring that programme deadlines and outcomes are met and contributing to the shared learning nationally and regionally.
- Ensure people with lived experience are an integral part of the design and delivery of our work and that of the wider sector.
- Contribute to the organisation's compliance with the Code for Sport Governance, ensuring we embed our commitments to diversity and inclusion, the environment and the welfare of people into our decisions and our work.

### **3. Support our monitoring, learning, evaluation and social return on investment approach.**

- Working closely with our insights lead to ensure we are consistent and smart in our intelligence gathering to support our broader governance requirements and future learnings.
- Be outcome focussed and able to clearly articulate and monitor the impact of the work including the social return on investment.
- Create an environment and tools to share best practice across the place partnership and beyond.
- Developing listening methods in our target places to give a voice to our intelligence that enables us to bring to life the data through the stories of people.

### **4. Develop a movement**

- Create place based and broader networks to support influence systemic and sustainable change.
- Demonstrate growth and impact of the network.
- Bring to life often complex information.
- Enable others through exciting and equipping them to support change.
- Maintaining and growing relationships of our partners and communities.
- Collaborate and co-create with many partners and partnerships across the system (local, regional and national) championing and advocating for physical activity.

### **5. Project management**

- Lead the place expansion programmes with strong project management and organisational skills.
- Management of multiple focus areas and activities at the same time.
- Identifying risks and opportunities and ensuring programmes are delivered on time and on budget.
- Lead and support the place-based partnership stakeholder group through regular engagement, communication and a cocreation approach.

## **Person Specification About You**

The successful candidate will:

- Our ideal postholder will be able to demonstrate a mix of expertise, experience, energy for and commitment to the following attributes:
- Implementing community-based change, including influencing across multiple partners and local leadership.
- Place-based change that is designed alongside stakeholders and communities, ensuring our place-based approach is created with our communities at its heart.
- An ability to influence and the ability to engage and gain the support of others.
- Using research, data, insight and evidence to inform and shape priorities.
- Developing and embedding monitoring and evaluation methodology including social return on investment.
- Building trusted and collaborative long-term relationships.
- Leading remote teams, and networks working across multiple projects with effective people and project and budget management.
- Ability to think strategically and influence systemic change to support a sustainable approach.
- Producing written material for multi stakeholder audiences at local level.
- Building and inspiring a team and an organisation culture that creates a brilliant place to work, enabling professional and personal development.
- Developing creative and innovative behaviour change solutions to meet local need, grounded in evidence.
- Working with projects and programmes that have a level of uncertainty and are emergent in their approach.
- A commitment to equality and diversity in working practices, with the ability to embed this across all aspects of work.
- Able to identify, secure and seek opportunities for funding.
- Knowledge of Lincolnshire people, places and stakeholders is desirable.

## **Qualification and qualities**

We're more interested in your approach, personal and professional experiences and your attitude than formal qualifications; however, an excellent standard of written and spoken English is essential for this role. You must be passionate about the positive power of sport and physical activity.

- Current, valid, driving licence (Essential)
- Excellent understanding of the English language (Essential)
- Fluent in IT, digital skills and technology (Essential)
- Excellent written, verbal and presentation skills (Essential)

- Uphold integrity in all that you do, working transparently and with accountability (Essential)
- Commitment to inclusivity and to listening to the voices of people facing barriers to participation (Essential)
- Knowledge of Lincolnshire people, places and stakeholders is desirable

What matters to us is that we have talented, enthusiastic and experienced professionals working with us who can help deliver our vision. You don't have to be sporty to work at Active Lincolnshire, but you must be passionate about people and the positive power sport and physical activity can have on people's lives. We're more interested in your experience and attitude than formal qualifications.

### **Inclusive application process**

We operate an inclusive, equitable and transparent recruitment and assessment process, underpinned by an organisational commitment to equality and diversity. We actively encourage applications from candidates from diverse backgrounds who can bring an array of skills and experience to our organisation. We're committed to making sure every applicant is assessed solely on merit and relevant experience to do the job.

As an employer, we actively seek to ensure that our workforce reflects the communities we serve, recognising that this makes us better able to understand their needs and priorities. We can only do this by ensuring that the people who work for us are the best they can be irrespective of age, gender, sexuality, ethnicity, disability, marital status, religion or belief.

We value the ideas and contributions from everybody and welcome and support difference. Our aim is to make sure that equality, diversity and inclusion run through everything we do as an employer.

We encourage applications from people with disabilities, and guarantee interviews for applicants with disabilities that meet the requirement of the role as part of our commitment to the Disability Confident Scheme.

### **To apply for the role, please:**

- Complete an application form ensuring you provide examples and evidence as to your relevant skills and capabilities and how you meet the person specification for the role.

- Complete an EDI monitoring form (optional) to help us understand the demographics of people applying to work at Active Lincolnshire
- Email your completed application and EDI monitoring form (optional) to [Amy@AppointConsulting.co.uk](mailto:Amy@AppointConsulting.co.uk)

To arrange an informal conversation with the Director of Strategy and Place in advance of submitting your application, contact Jonathan Frary [Jonathan.Frary@ActiveLincolnshire.com](mailto:Jonathan.Frary@ActiveLincolnshire.com)

### Timescales

Deadline for applications is end of **Friday 3<sup>rd</sup> January 2025**

Interviews will be held at the Active Lincolnshire office in Lincoln on Week commencing **Monday 20<sup>th</sup> January 2025**

### Role details and reward package

Place of work	Flexible working between office (Lincoln) and the option to work from home alongside regular place-based presence as required.
Contract	12 months fixed term with potential for an extension to March 2027
Benefits	<ul style="list-style-type: none"> <li>• 25 days annual leave, plus all bank holidays and 3 days at Christmas (c. Total 36 days per annum).</li> <li>• ‘Celebration day’; additional day for an occasion / birthday / event (subject to annual review)</li> <li>• Westfield Health private healthcare scheme</li> <li>• Free ‘Active Nation’ Gym Membership</li> <li>• Cycle to work scheme</li> <li>• Active Hour (an hour each week for physical activity)</li> <li>• Flexible working approach</li> <li>• Team away days</li> <li>• Personal development and training opportunities</li> <li>• Employer contribution pension scheme</li> <li>• Employee wellbeing policy</li> </ul>

	<ul style="list-style-type: none"> <li>• Contribution to making a difference to the lives of people in Lincolnshire</li> <li>• £40,000 per annum depending on skills and experience</li> </ul>
Reporting to	Director of Strategy and Place
Responsible for	Place team
Closing date	<b>Friday 3<sup>rd</sup> January 2025</b>