

Job Role Description & Person Specification

Job Role Title:	Strategic Lead, Health & Physical Activity 2 (SLHPA2)
Responsible For:	No line management responsibilities
Reporting To:	Director, Health & Physical Activity
Salary:	£32,040 - £36,061

Main Purpose of Job Role

Strategic Leadership, Management and Implementation of Health & Physical Activity for Wesport.

The role will involve advocacy for the importance of 'moving more' across local health systems, including two Integrated Care Systems across the West of England, as well as connection to the local community sector and programme development and management.

A proportion of this role will be spent working across, and embedded within the hospital trust, strengthening collaboration between acute services and community-based physical activity initiatives, and supporting the integration of movement into healthcare pathways.

This role will work closely with and be supported by the Director of Health, building on existing connections and managing current programmes to maintain and accelerate the momentum of progress made so far.

Working across the current evolving local health systems is complex and requires strategic influencing and advocacy to make an impact. We are therefore looking for someone with strong partnership development experience, alongside knowledge and experience of working within the health sector

Key Tasks & Objectives

Develop a detailed understanding of the people, places, and communities across the West of England in order to further Wesport's work.

To support the current work taking place across the Health System to embed physical activity.

Building relationships across both sectors (health and sport & physical activity), along with identifying & connecting opportunities.

Project management of specific funded programmes within the health system, and lead for the Ageing Well work.

Understanding the local health landscape across Public Health and the NHS – working at a place-level. This role will have a particular focus on Bath & North-East Somerset as one of the 4 Unitary Authority areas that Wesport covers.

Understanding of the VCSE Sector and the existing & potential connections into the health system.

Role Description

Key Duties and Responsibilities

- To lead an approach to *Active Ageing*: developing existing key relationships and representing the role of movement, strength and balance and physical activity across the health system.
- Connecting with identified key audiences and community organisations at 'place' to support improved health outcomes by connection into the health system.
- Maintain and develop relationships with existing and new partners across the community and health sector to build a longer-term strategic approach.
- Keep abreast of relevant current evidence, national guidance and policies across Health and Physical Activity
- Engagement with national Active Partnerships Network and relevant Communities of Practice to share learning, make connections and gain support.
- Identify opportunities to embed Physical Activity into pathways across the hospital trust.
- Provide connections between the hospital and community physical activity providers.

General Responsibilities

- Setting personal, organisational and partnership performance measurement targets linked to role purpose, key responsibilities and specific duties
- To manage the relevant budgets and to keep up to date financial records in relation to lead areas of responsibility
- Work within the Wesport team to integrate role objectives into team delivery where appropriate, and to utilise the expertise of colleagues
- Contributing to the review and production of annual plans and the achievement of the long-term vision of Wesport
- Work closely with the other Strategic Lead for Health and Physical Activity (1) role
- Hold and build strategic relationships across health, places and communities, including Hospitals, unitary authority, integrated care system staff, VCSE organisations.
- Explore opportunities for local grants, commissions and brokerage relevant to Wesport and partners
- Connecting, promoting, integrating, and embedding moving more as whole system approach
- Contribute to Wesport's measurement of impact, evaluation and learning
- Help embed Wesport's inequalities focus into all areas of responsibility
- Demonstrate Wesport values in everyday interactions

Person Specification

Knowledge / Qualifications / Skills / Experience

- Experience in building effective working relationships to achieve positive outcomes
- Experience of reporting & presenting to funders, key stakeholders, other interested parties
- A degree or equivalent recognised qualification in a related field or proven ability to demonstrate equivalent knowledge through experience in professional roles
- Knowledge and experience of working within either the health, and/or sport and physical activity sector
- Evidence of supporting successful resource and project management and an understanding of the techniques required through experience of managing, planning, implementing and evaluating projects.
- Experience of cross-sector stakeholder working, developing strong and successful partnerships. Ideally within the health / wellbeing and physical activity sectors.
- Awareness of the inequalities faced by key audiences (in focus communities) to being physically active
- An understanding of Sport England's place-based focus and whole system approach
- An understanding of Health and Social Care landscape
- Knowledge of NHS organisations and understanding how this role could support the integration of Physical Activity into discharge pathways, Waiting Well initiatives and / or condition-specific pathways
- An understanding of sports equity, safeguarding children and adults at risk policies, planning, implementation and evaluation
- Awareness of current issues and legislation regarding to equalities, diversity, equity, and inclusion (EDEI)
- An understanding of the requirements of key partners, agencies and organisations in demonstrating the value of physical activity to the achievement of objectives (local – national organisations)
- Experience in developing working partnerships with other professional organisations and the voluntary sector.
- Proven ability to move initiatives forward
- Ability to manage multiple demands with attention to detail
- Experience of impact measurement and reporting
- Resource management experience
- Experience of working successfully in cross-organisational teams
- Experience of strategic planning and the process of implementing, reviewing and adapting plans
- Knowledge / awareness of national planning processes for sport and the potential opportunities / challenges this can have on an organisation, such as Wesport
- IT literate and a knowledge of the benefits that IT can bring to enhance planning, evaluation, management and communications

Communication

- Excellent communication skills via a range of methods
- Evidence of the ability to motivate, inspire, enthuse, persuade, negotiate with and influence others
- Proven ability to communicate effectively with people on all levels and from a variety of organisations

Self Motivation

- Proven ability to meet objectives on own initiative
- Committed to continuous self-development
- A willingness to work long and potentially unsociable hours if required

Teamwork

- The ability to work as part of a team and a willingness to make an effective contribution to the work of the team.
- The ability to lead specific areas of teamwork, and ensure other team members are aware of their role, responsibilities, and are accountable
- Understanding the dynamics of team work when this incorporates other organisations and individuals that need to be influenced / supported in achieving the team goals

Organisation, Self-Management, Response to Change

- Must have a strong alignment to the Wesport values
- Able to reflect, learn, evaluate, and translate learning into action
- Excellent personal organisation skills
- Able to prioritise/meet deadlines as and when required
- Able to cope with unexpected and stressful situations
- An ability to chair and organise meetings, seminars, conferences and other related activities
- Friendly & professional approach
- The ability to work collaboratively
- A willingness to keeps abreast of developments and contribute to the planning and implementation of change
- A willingness to work towards a wide range of agendas, and enable the linking together of individuals from different organisations into an effective team with shared goals and responsibilities
- Able to lead the implementation of change in relation to role responsibilities in line with Wesport's strategy, vision and mission and a constantly changing national / local sector landscape.

Physical Requirements for this role

- Able to undertake all the physical requirements of the job, such as frequent travel to a variety of external locations
- Able to work occasional evenings and weekends if required

This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.