

Operations Manager Applicant Recruitment Pack

Sefton is a really great place to live and work



Welcome

Hi,

We would like to thank you for your interest in the Operations Manager Role within Sefton Council's Communities Team, working alongside our newly appointed Senior Operational Manager.

This is an exciting and rewarding opportunity for someone who thrives in the leisure industry, is approachable and wants to be at the heart of a busy and transitional working environment.

As an operational manager, you'll be responsible for managing the day to day operations of the centre and delivering a high standard of customer experience to all those who visit the centre. You'll be working within our management team and directly reporting to the senior operational manager.

As a person, if you're someone who enjoys helping others, takes pride in delivering high quality service, and brings energy, adaptability, and a genuine passion for making a difference, we'd be delighted to hear from you.

The Job Description and Person Specification for this role are included within the job pack. If you have any questions about the vacancy, please refer to the job pack for the appropriate contact details.

If, when you've finishing reading this pack, you like what you see, and Sefton's Vision and Values align to yours then we can't wait to hear from you.

Best of luck!

Alex Culshaw
Senior Operational Manager



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About the Borough of Sefton

Sefton is a confident and well-connected Borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most Borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the Borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The Borough benefits from excellent transport links, providing easy access to major North West cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.



Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:



- **We put people at the heart of what we do** – ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other's views** – fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** – encouraging creativity and continuous development.
- **We are ambassadors for Sefton** – promoting the Borough positively and proudly representing our communities.
- **We are responsive and efficient** – delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** – being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded Good by the Care Quality Commission (CQC), and our Children's Services also



achieved a Good rating from Ofsted. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the Borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as the Cove Resort and Enterprise Arcade in Southport. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at www.sefton.gov.uk

An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve **Navajo** accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.



For more information, please refer to our [Equality, Diversity and Inclusion Strategy](#)

Liverpool City Region Fair Employment Charter



Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work, opportunities for progression,

strong employee voice, and a commitment to staff wellbeing. By aligning with the Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

What We Can Offer You

- A supportive and collaborative working environment.
- An agile approach to working.
- Opportunities for professional development and career progression.
- A role where your work makes a real difference across the organisation.
- Flexible working arrangements supporting work-life balance.
- A strong commitment to equality, diversity, and inclusion.

You will benefit from a comprehensive local government employment package which includes the following:



- Competitive salary in line with NJC Local Government Pay Scales.
- Membership of the Local Government Pension Scheme (LGPS), providing a secure, defined benefit pension with employer contributions.

Annual Leave and Work-Life Balance

- Generous annual leave entitlement, 28 days annual leave rising to 33 days with 5 years continuous service.
- Additional public (bank) holidays.
- Flexible working options to support a healthy work-life balance, subject to service needs.
- Option to purchase additional annual leave.

Learning, Development and Career Progression

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

Health, Wellbeing and Support

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.
- Policies that promote physical and mental wellbeing in the workplace.

Family-Friendly and Inclusive Policies

Our family-friendly policies and flexible working arrangements help staff maintain a healthy work-life balance.

- Family friendly policies, including enhanced maternity, paternity, adoption, neonatal care and special leave to support with time off work to deal with issues when life events happen.
- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.

Foster Friendly Employer Commitment

Sefton Council is proud to be a *Foster Friendly* organisation as recognised by The Fostering Network. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities.

This commitment helps ensure carers can balance fostering responsibilities alongside career, and reflects our dedication to supporting children, families, and those who care for them.

Additional Benefits

- Access to salary sacrifice and employee benefit schemes (where applicable).
- Opportunities to contribute to meaningful work that supports local communities.
- A supportive, values led organisational culture.
- Free parking at office bases (dependent upon the work location).

About the Role

Bootle leisure centre was built in the early 1990's, Bootle is a significant 'wet and dry' multi-purpose Leisure Centre. It occupies a prominent site at North Park recreation ground, in the heart of the community. The centre benefits from being readily accessible to the surrounding community and visitors. The centre operates a 25-metre traditional pool and a leisure pool with flume ride and rapids. Facilities include a sauna and steam room on the poolside, 4 court sports hall, large fitness suite with Synergy training zone, free weight area, group fitness and virtual training. Refurbished wet side changing area with large family changing cubicles, private showers, improved access to the pool, positive imaginary, pool side music and light system.

As a member of the Operations management team, you will play a key role in ensuring that we meet the ever-increasing expectations of our customers. You will ensure that the centre operates to the highest standards, in the most efficient and effective way possible. To make this happen we want to attract self-motivated people who have vision, flair, and a desire to succeed. We want our managers to be leaders, to have inspirational personalities, to share our eye for attention to detail and be reliable in their daily duties. The post involves the supervision of staff and be able to maintain good staff discipline to ensure that staff carry out their duties to a high professional standard. You will motivate all of those around you and create a fun, happy and productive workplace. You will also work with your Senior Operations Manager, management and the sport and recreation team, to help to implement a variety of council policies and procedures.



This post is critical to the successful operation of Bootle leisure centre, experience of working at this level in a busy leisure environment is desirable. Key roles and responsibilities of the post will include the day-to-day management of the facility covering all personnel, health and safety, reactive and planned maintenance, pool plant procedures and ensuring that all financial procedures are followed and that all aspects of the site are always adequately covered by fully trained staff.

This Post will involve evening and every other weekend work, which will be integrated into the operational rota.

In return, we will provide.

- 27 days annual leave rising to 32 days with 5 years continual service and bank holidays
- Enhanced sick pay scheme, maternity/adoption leave pay and maternity support leave
- Access to free eye tests and where appropriate, contribution towards spectacles
- Commitment to supporting staff's emotional and mental health with access to a free and confidential employee counselling service
- Discounted gym membership with all Active Sefton gyms
- Cycle to work scheme
- Access to local benefits and discounts on products and service

Please see **Appendix A (page 10)** for a full copy of the Job Description and Person Specification.



Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.
- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses.

3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.

4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles.
- Emphasise impact – improvements, efficiencies, positive outcomes, or innovations.

5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

6. Showcase Transferable Skills

- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.



- Provide examples that demonstrate these effectively.

7. Check Your Application Carefully

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

8. Submit Your Application Before the Deadline

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

9. Prepare for Potential Next Steps

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.

Application and Selection Information

The closing date for this vacancy is **Tuesday 28th April 2026** (or earlier in the event of high volume of applications being received).

Provisional interview dates are **Wednesday 6th May 2026**

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

Please ensure that you meet all the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.



Appendix A – Job Description and Person Specification

Department: Health & Wellbeing

Section: Sports & Recreation

Location: As Required

Post: Operations Manager

Job Purpose

- To provide the day to day management function at the centre in an effective, economic, efficient and safe manner, ensuring that the service standards and operational standards are achieved. Ensuring the safety of staff and users in accordance with the latest Health and Safety legislation and the Council's safety arrangements, policies and codes of practice

Management Responsibilities

- To manage the centre with regard to the documented policies and procedures of the Sport and Recreation 's quality system. Ensuring the wellbeing of customers and Safety of customers and staff at all times.
- To manage the centre with regard to relevant policies and procedures of the Council, including equal opportunities, disciplinary procedures, grievance procedures, financial regulations and safety procedures.
- To supervise staff under their control. To maintain good staff discipline and to ensure that staff carry out their duties to a high professional standard.
- To maintain staff records including sickness, holidays and certification of timesheets.
- To ensure the required level of suitably qualified and trained staff are on duty to maintain the advertised range of service to users, ensuring that all activities are adequately supervised, especially with regard to swimming pool duties.
- To ensure the satisfaction of customers at all times, ensuring that the facility is geared to responding positively to customers needs and that all staff are adequately guided, trained and informed in pursuit of this aim.
- To assist in the upkeep and maintenance of the building by following approved repair and maintenance procedures.



Operational Responsibilities

- To assist in the letting of facilities by liaising with clubs, organisations and individuals and to attend functions and events as necessary to ensure that the terms and conditions of hire are complied with.
- To assist in the preparation of courses and activities to provide a wide range of opportunities for the local community.
- To assist in the marketing and promotion of the facility. To provide information, advice and guidance to customers on the availability of facilities. Deal with telephone and personal caller enquiries.
- To assist in the administration of the centre, including maintenance of records, correspondence, ordering and safe custody of supplies. To carry out routine stock checks.
- To be responsible for the collection, security and banking of all income in accordance with the authority's financial regulations.
- To provide information, reports and statistics as may be required by the Department's Personnel and Administration Division or by the Head of Recreation Management.
- To assist in the training of all operational staff within the facility.
- To ensure all users and staff comply with all laws, bylaws, regulations and rules of management. In emergencies to comply with agreed emergency procedures.
- To act as key holder for the building and be responsible for opening and closing the building.
- Take all reasonable steps to comply with Health and Safety legislation and Codes of Practice
- To check that the facilities are secure, safe and properly maintained for public use at all times. Report all accidents, incidents and faults to management
- To ensure regular water and temperature checks are undertaken in accordance with procedures and adjustments made to pool plant as necessary in order to maintain the correct chemical balance of the swimming pool water.
- To ensure the safe and correct preparation of chemical solutions for use in water treatment and that pool filters are 'backwashed' in accordance with procedure and ensure that accurate records of all plant operations and checks are maintained.
- To assist the Senior Operations Manager in developing a balanced programme of activities, events and lettings that meets the needs of the local community whilst maximising usage and meeting financial targets.

Methods of Working

The post holder will:



- Be expected to adopt a participative style of management, underpinned by strong interpersonal skills that encourage, create and maintain a vibrant and effective workforce.
- Be expected to exhibit the highest standards of professional behaviour, creating harmonious working relationships across all areas based on mutual trust and respect.
- Be expected to undertake any necessary training associated with the duties of the post.
- Be expected to use appropriate management information systems and information technology systems whilst maintaining confidentiality and observing data protection guidelines.
- Be expected to take an active part in appraising their own work against agreed priorities and targets, in accordance with the Department's performance management review protocol.

General Conditions

- The 36 hour week post will involve evening, week-end and bank holiday work, which will be integrated into the operational management rota.
- The pay scale reflects all payments for evening, weekend and bank holiday working.
- A casual car user allowance is payable.
- Due to the nature of the work involving working with children and vulnerable adults this post is exempt from the provision of the Rehabilitation Offenders Act 1974 by virtue of the ROA 1974.
- The council operates a no-smoking policy.
- This job description is a representative document. Other reasonably similar duties may be allocated from time to time, commensurate with the general character and grading of the post.
- All staff are responsible for the implementation of the Health & Safety Policy as far as it affects them, colleagues and others who may be affected by their work. The post holder is also expected to monitor the effectiveness of the health and safety arrangements and systems to ensure appropriate improvements are made where necessary.
- The Authority has an approved equality policy in employment and copies are freely available to all employees. The post holder will be expected to comply, observe and promote the equality policies of the Council.
- Since confidential information is involved with the duties of this post, the post holder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.



- The person appointed will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

Note: Where the post holder is disabled, every effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.

Person Specification

* Candidates suitability will be measured by assessment in the following ways;

A – Application : **I** – Interview : **R** – References : **X** - Interview Exercise(s) **C** – Certificate

	Criteria	Essential	Desirable	Assessment
Experience;				
1	Health and Safety principles, procedures and good practice in leisure facilities.	✓		A,I
2	Customer-focussed operations.	✓		A,I
3	Quality management systems, procedures and policies.		✓	A,I
4	Personnel policies and procedures.		✓	I
5	Marketing facilities and activities to a wide range of users.	✓		A,I
6	Programming leisure facilities to ensure that maximum occupancy and income is achieved, whilst offering a range of activities for all sections of the community.	✓		A,I



7	Assisting with the preparation of business and service plans.		✓	A,I
8	Using appropriate IT systems and programmes.	✓		I
9	Monitoring and evaluation of usage.	✓		I
10	Partnership working to deliver a service.	✓		A,I
11	Supervising diverse groups of staff.	✓		I
12	Planning and delivering events and activities	✓		A,I

Knowledge of;

13	Able to demonstrate a knowledge and understanding of Health and Safety principles, procedures and good practice in leisure facilities.	✓		A,I
14	Able to demonstrate a knowledge and understanding of customer care principals, procedures and good practice.	✓		A,I

	Criteria	Essential	Desirable	Assessment
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Knowledge of;

15	Able to demonstrate a knowledge and understanding of quality systems principals, procedures and good practice.	✓		A,I
16	Able to demonstrate a knowledge and understanding of human resource management principals, procedures and good practice.		✓	A,I
17	Able to demonstrate a knowledge and understanding of marketing principals, procedures and good practice.		✓	A,I
18	Where relevant, able to demonstrate a knowledge of the day to day operation of a public swimming pool including written operating procedures, NOP's, EAP's and technical operations.	✓		A,I

Skills;

19	Excellent interpersonal skills allowing you to deal with Staff and public alike in a caring, friendly, yet authoritative manner	✓		A,I
20	Ability to present ideas clearly in written, verbal or graphic form.		✓	A,I
21	Ability to work on own initiative and unsupervised.	✓		A,I



22	Smart appearance and pleasant demeanour.	✓		I
23	Leadership skills and qualities	✓		I
Qualifications;				
24	Qualification in Management/Supervision (NVQ3), or equivalent		✓	A,I
25	First Aid Certificate		✓	A,I
26	Plant Operators Certificate		✓	A,I
27	Pool Lifeguard Qualification		✓	A,I
Other;				
28	Driving licence and access to own car.		✓	A,I
29	Available for emergency call outs/Alarm Activations	✓		A,I

Prepared by: Alex Culshaw

Designation: Senior Operational Manager

Date: 28/03/2026