

Job Description

Job Title	Place Partnership Programme Lead - Physical Activity
Grade	PO4
Reporting To	Active Wellbeing and Partnership Manager
JD Ref	CS&CE0062P

Purpose

To provide strategic leadership, management and coordination of Wirral's Sport England Place Partnership Development Programme, ensuring the successful delivery of a transformational, insight-led, place-based approach to physical activity. The role will lead the design and implementation of activity across the areas of Bidston Hill, Central Birkenhead and Seacombe, supporting long-term system change to improve health, social and wellbeing outcomes and reduce inequalities.

Working strategically, collaboratively and flexibly across partners, sectors and communities, the postholder will identify and develop locally-led solutions that respond to community insight and lived experience. The role will drive a strong focus on learning, evaluation and impact, embedding continuous improvement and shared learning to demonstrate progress, inform decision-making and strengthen Wirral's readiness for future investment. Through effective partnership working and system leadership, the role will play a critical part in tackling inactivity and inequality and enabling sustainable, whole-system change.

Main Duties and Responsibilities

Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values and leadership behaviours in the role and organisation.

Team Leadership and Management:

- Lead the day-to-day delivery of the Sport England Place Partnership Programme, progressing from Development Award to Full Award phase, on behalf of Wirral partners, in line with Sport England investment principles and local transformation objectives.
- Provide strategic and operational leadership in the development and implementation of physical activity policies, strategies, and interventions, offering expert advice across the local authority and the wider health and care system.
- Co-design and implement a Workforce Development Plan that complements the Sport England Leadership Programme, identifying priorities that support effective place-based working.
- Manage all programme people resources, budgets, risks, and performance reporting, ensuring delivery to agreed timelines and quality standards.

- Provide strong, visible leadership to build engagement, a positive culture, innovation, collaboration, and high performance.
- Allocate responsibilities clearly, setting expectations and deliverables, and empowering team members to maximise their contribution.
- Embed continuous improvement approaches to strengthen tools, practices, and overall service impact.

Communication and Training

- Act as a key point of contact between Sport England, the local authority, delivery partners, and community organisations.
- Communicate programme aims, progress, learning, and impact effectively to a wide range of audiences, using appropriate channels and formats.
- Ensure community voices, lived experience, and insight are actively listened to, reflected, and fed back into programme design and decision-making.
- Drive workforce development and capacity-building by identifying training needs, securing external accreditation and funding opportunities, and supporting staff through effective supervision and professional development in line with organisational policies and standards.

Programme Management:

- Oversee programme governance, finance, and communications, ensuring robust documentation, financial management, reporting, and strategic planning to deliver accountability, best value, and cost-effective services.
- Ensure alignment and integration across all programme workstreams, including insight, governance, leadership development, and capital planning.
- Prepare and present progress reports and updates to senior leaders, partners, funders, and governance boards.
- Identify and manage risks, issues, and changes, ensuring timely escalation and mitigation.

Learning and Evaluation:

- Champion adaptive learning, systems thinking, and embedded reflection as core principles of the programme's approach, ensuring learning informs ongoing delivery and strategic decision-making.

Compliance:

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.



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Stakeholder and Partner Engagement and Management

- Lead internal and external stakeholder engagement and management, ensuring transparent communication, co-design principles, and shared accountability.
- Support the establishment and facilitation of the Wirral Sport and Physical Activity Delivery Group (working title) and its associated subgroups
- Act as the primary liaison between Wirral Council, Merseyside Sport Partnership (MSP), Sport England, and local stakeholders.

Delivery of Sport England Place Partnership programme in Wirral

- Lead the development and submission of a Full Award application to Sport England's Place Partnership Programme within 12 months.
- Work collaboratively with colleagues and partners to prepare and submit a high-quality Full Award bid, informed by lived experience, insight, and a strong understanding of systemic barriers to physical activity.

Other:

- Any other duties commensurate with the grade.

Role Specific Knowledge, Experience And Skills

Qualifications

- Degree or equivalent experience in programme management, public health, physical activity, sport systems leadership, or community development.

Desirable

- *PRINCE2 or similar project management qualification.*
- *Lived experience of communities facing health inequalities.*
- *Experience working with Sport England or similar funding bodies.*

Knowledge & Skills

- Specialist knowledge and understanding of the sport, physical activity, and movement sector through relevant training or experience.
- Deep understanding of systems thinking, co-production approaches and behaviour change principles, and their application within place-based and community contexts.
- Exceptional communication, partnership-building and facilitation skills, with the ability to engage, influence and collaborate effectively across sectors and communities.



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- Strong skills in budget management, risk assessment and governance, ensuring effective stewardship of resources and programme delivery.
- Competent in the use of Microsoft Office and a range of digital project and collaboration tools (including SharePoint, Power BI and Miro).
- Well-developed networking skills, with the ability to work effectively within established networks and proactively develop new partnerships and relationships.
- Clear knowledge and understanding of the role of physical activity in improving health and wellbeing, and evidence-based approaches to supporting people to become more active.
- Ability to use insight and data to inform decision-making and shape strategy, policy and delivery plans.

Experience

- Proven experience in managing complex, multi-stakeholder programmes.
- Senior level experience of managing large staff teams and delivering improvement in clearly defined areas
- Track record in coordinating strategic change initiatives with measurable impact.
- Experience of working in a team orientated collaborative environment with people from a range of organisations and sectors.
- Working with diverse communities and the public to understand their needs and co-designing and co-producing solutions with them.
- Track record of supporting residents, volunteers, and networks.
- Demonstrable experience of successful management of partnership working arrangements involving both internal and external linkages and inter-dependencies across programmes and/or projects.
- Demonstrable experience working with senior leadership teams in other organisations and ability to influence prioritisation and decision making.
- Evidence of communication skills to talk, write and present complex information in engaging and easily understandable ways to a variety of audiences.
- Proven record of leading health and fitness programmes or services.
- Partnership working with NHS, public health and/or system partners.
- Experience of delivering both commercial growth and social outcomes.

Additional Information

Ability to travel across the Borough and work from various locations.

Work hybrid, with a flexible working approach to accommodate service needs.

Expected to work from multiple locations

On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

Commitment to equity, inclusion, and place-based approaches.

Subject to DBS check.



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Health & Safety Considerations:

- Working outside
- Driving duties
- Working with children
- Exposure to persons with challenging or aggressive behaviour

Approved By: Sarah Robertson, Active Wellbeing and Partnership Manager

Date Of Approval: 02/06/26



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