

Job Description

Job Title	Place Partnership Community Engagement Officer (Physical Activity)
Grade	G
Reporting To	Place Partnership Programme Lead - Physical Activity
JD Ref	CS&CE00113G

Purpose

To lead the coordination of community engagement as part of Wirral's Sport England Place Partnership Programme, ensuring the delivery of a transformational, insight-led place-based programme that supports long-term system change to improve health, social and wellbeing outcomes through physical activity in 3 MSOA areas of Wirral (Bidston Hill, Birkenhead Central and Seacombe).

To lead and coordinate community engagement across Wirral's Sport England Place Partnership Programme, ensuring the delivery of a transformational, insight-led, place-based approach. The role will support long-term system change to improve health, social and wellbeing outcomes through physical activity, with a specific focus on the areas of Bidston Hill, Central Birkenhead and Seacombe.

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.

Communication and Leadership

- Lead the day-to-day delivery of the community engagement element of the Sport England Place Partnership Programme, ensuring alignment with Sport England investment principles and local transformation objectives.
- Building and maintaining relationships with Community Local Active Leaders, supporting effective two-way communication and feedback from communities.
- Communicating programme expectations and updates to team members, partners, and Community Local Active Leaders to ensure shared understanding and alignment.
- Manage all community engagement resources, including budgets, risks, reporting, and delivery plans, ensuring activity is delivered to agreed timescales and quality standards.
- Provide strong and inclusive leadership, fostering engagement, growth, innovation, collaboration, positive culture, and high performance.
- Recruit, support, and develop a network of Community Local Active Leaders, building local capacity and capability.

- Allocate responsibilities, set clear expectations and deliverables, and empower team members to perform effectively in their roles.
- Drive continuous improvement, strengthening tools, ways of working, and the overall impact of the service.

Programme Management:

- Manage all programme resources related to community engagement, budgets, risks, and reporting, ensuring delivery to timeline and quality standards.
- Ensure alignment across workstreams, including insight, governance, leadership development, and capital planning.
- To support local organisations and communities with engagement activities such as walkabouts, and door-to-door conversations for a place-based programme.
- Work alongside community partners to gather insight, data and impact, build trust, and co-facilitate local engagement events.

Learning and Evaluation:

- Ensure insight gathered is fed directly into system learning, planning processes, and decision-making.
- Promote adaptive learning, systems thinking, and embedded reflection as core to the programme approach.

Delivery of Sport England Place Partnership programme in Wirral

- Contribute to the development of a 'Full Award' application to the Sport England's Place Partnership programme within 12 months.

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.

Stakeholder and Partner Engagement and Management

- Lead internal and external stakeholder engagement, ensuring transparent communication, co-design principles, and shared accountability.
- Support the strengthening of community voice in capital projects and work of a strategic nature.

Other:

- Any other duties commensurate with the grade.



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Role Specific Knowledge, Experience And Skills

Qualifications

- Degree or equivalent experience in community development, engagement, or participatory research.

Desirable -

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

Knowledge & Skills

- Demonstrable knowledge and understanding of the sport, physical activity and movement sector, gained through relevant training and/or practical experience.
- Strong understanding of systems thinking, co-production approaches and behaviour change principles, and how these are applied within place-based and community contexts.
- Exceptional communication, partnership-building and facilitation skills, with the ability to engage, influence and work effectively with a wide range of stakeholders.
- Understanding of the social determinants of health and local system barriers to physical activity.
- Creative engagement tools such as photovoice, walk-and-talks, digital storytelling.
- Excellent listening and facilitation skills.
- Competent in Microsoft Office and digital project tools (e.g., SharePoint, Power BI, Miro).
- Networking skills including the ability to work within established networks and develop new networks.
- Knowledge and understanding of the importance of physical activity to peoples' health and wellbeing and approaches to helping people to become more active.
- Using insight and data to inform decisions and shape policy and plans.

Experience

- Proven experience producing high-quality, compliant reports, delivered accurately and to agreed deadlines.
- Experience of designing and managing participatory approaches, including lived-experience-led projects.
- Demonstrable experience of working collaboratively in team-orientated environments with partners from a range of organisations and sectors.
- Experience of working with diverse communities and the public to understand needs and co-design and co-produce inclusive, effective solutions.



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- Experience of working in partnership with Marketing and Communications professionals to support and deliver collaborative, impactful communications plans.

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.

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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