

Assistant Development Officer (Active Lifestyles)

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 Assistant Development Officer role within Sefton Council's Active Lifestyles Team.

This is an exciting and rewarding opportunity for someone who thrives on being organised, able to multi-task, has excellent communication skills and wants to be at the heart of a busy and varied working environment within the Active Lifestyle team.

You will play a key role in supporting the day-to-day administration and operational delivery of our services. As the first point of contact for referrals and partner organisations, you will provide a professional and welcoming service, ensuring enquiries are managed effectively and efficiently. With strong organisational skills, professionalism and a positive can-do attitude, you will contribute to a high-quality experience for residents, partners and colleagues. Confidentiality is essential in this role, and we are looking for someone who can be trusted to handle sensitive information with care, discretion and integrity.

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!

Lindsay McDowall

Development Manager Health and Wellbeing



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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.

More recently, we are exceptionally proud to have been nominated and subsequently shortlisted by the Local Government Chronicle for the Most Improved Council 2026. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement and our desire to make a difference across the communities within the Borough of Sefton.

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.
- Sefton operate a 'Shut Down' period over the Christmas period which staff contribute four fifths of a week's pay over a 12-month period.

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

The Active Lifestyles Team delivers a range of initiatives focused on physical activity, nutrition and behaviour change, helping to improve the health and wellbeing of Sefton residents. We are seeking a motivated, enthusiastic and organised individual to join our team as an Assistant Development Officer.

The successful candidate will support the day-to-day delivery of the Active Lifestyles Programme, providing administrative support, maintaining programme databases, assisting with monitoring and evaluation, and acting as a first point of contact for participants, healthcare professionals and partner organisations.

This role would suit someone with a genuine interest in health improvement, who enjoys working with people and making a positive difference in their community. Strong communication, organisational and IT skills are essential, along with the ability to build positive relationships and work effectively within a team.

As a key member of the team, you will contribute to delivering a positive experience for service users and have opportunities to be involved in service development and continuous improvement, helping to shape programmes that improve health outcomes for Sefton residents.

**The key responsibilities include:**

- Inputting, maintaining and updating referrals accurately
- The ability to prioritise tasks effectively and efficiently
- Supporting the monitoring of trends and service performance
- Handling sensitive information with the highest level of confidentiality and discretion
- Proficient in the use of the Microsoft Office package including Outlook, Teams, Word, PowerPoint, Excel etc.

This position is ideal for an individual who is passionate about delivering high standards, with the ability to work both independently and collaboratively to support Active Lifestyle services and programmes.

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 **Sunday 1st November 2026** (or earlier in the event of high volume of applications being received).

Provisional interview dates are **week commencing 18th November 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

Directorate:	Communities
Location:	Netherton Activity Centre L30 3TL
Division:	Leisure Active Sefton
Post:	Assistant Development Officer (Active Lifestyle's)
Grade:	D SCP 5-6 £26,427 to £26,847
Reporting to:	Development Managers (Health and Wellbeing)

Purpose of the Role

To assist with and act as support for the Active Sefton Programmes, with particular emphasis on the Active Lifestyles Programme. To contribute to improving public health by increasing physical activity levels, improving diet and supporting long-term lifestyle changes.

MAIN DUTIES

1. To assist with maintaining, updating and monitoring of client records relating to all Active Lifestyles commissioned programmes, ensuring confidentiality is maintained at all times in line with Data Protection legislation.
2. To assist with the delivery of NHS Health Checks specifically targeting those client groups at risk of poorer health outcomes, ensuring the fidelity and quality of the NHS Health Checks programme is maintained in accordance with national guidelines and evidence of best practice.
3. To assist with all aspects of Active Lifestyles programmes when required.
4. Assist with the upkeep of a monitoring and evaluation system, based on customer consultation and satisfaction levels, standards of performance, usage and income targets. Also collate statistical information to provide the Development Manager (DM) with quarterly progress and evaluation reports.
5. Act as a motivational coach to Active Lifestyle participants. Offer a presence at Active Sefton venues and events, to encourage maximum uptake and adherence to the programme.
6. Support the Active Lifestyles Team in improving the health of the Sefton population and assist with continuous development of the programme in-line with best value principals; allowing for stakeholder input, benchmarking, performance targets and value for money.
7. To work in partnership with Leisure Facilities, including Sefton MBC, partnership and private facilities, as well as interacting with services providers (including organisations involved in the integrated wellness services (IWS), specialists and community



- services), ensuring that the highest standards of delivery are attained, in addition to contributing to development of Community Services across the borough.
8. To provide cover of all Active Sefton Fitness Suites and carry out associated duties including health screening, inductions, programming and membership sign up.
 9. As necessary, arrange/attend meetings and disseminate information to the relevant personnel, acting as a representative of the section.
 10. Continue to raise awareness of the Active Sefton brand and associated physical activity programmes through producing editorials, press releases, updates to intranet/internet services and activity directories.
 11. Assist with the effective utilisation of resources allocated to the programme in line with the authorities' financial regulations, ensuring that budgets are adhered to and that value for money is achieved.
 12. Be aware of equal opportunity principles and comply with the Council's equal opportunity procedures.
 13. Be aware of Health & Safety principles and comply with the Council's Health & Safety Procedures.
 14. Undertake appropriate training associated with the duties of the post and commit to undergo further training and development as the role requires.
 15. Take an active part in appraising their own work against agreed priorities and targets, in accordance with the department's management supervision guidelines and service review process.

SPECIAL CONDITIONS

The post holder may be expected to work across our leisure centres across Sefton depending on the needs of the service and casual car allowance will be payable as appropriate.

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.

- 36-hour per week post.
- Occasional work outside normal hours may be required.
- A flexitime scheme is currently in operation.
- A casual car allowance is payable.
- The Council operates a no-smoking policy.
- Enhanced DBS clearance is essential for this post. The post you are applying for is exempt from the Rehabilitation of Offenders Act 1974 and therefore you are required to declare any convictions, cautions, reprimands and final warnings that are not 'protected' (i.e. filtered out) as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) Order 2013. The post you are applying for requires access to the Public Service Network (PSN) and requires compliance with the HMG Baseline Personnel Security Standard.



GENERAL REQUIREMENTS

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

All staff have a duty to take care of their own health & safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.

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 postholder 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 appointed person 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.

The appointed person will be expected to undertake, and participate in training, coaching and development activities, as appropriate to the role.

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



Appendix B

Person Specification

Post: Assistant Development Officer (Active Lifestyles)

Personal Attributes Required	Essential (E) Or Desirable (D)	Method of Assessment (suggested)
QUALIFICATIONS/TRAINING		
1. Degree / HND/Higher qualification in a Sports Development/ Physical Activity/ Exercise/ Health/ Leisure Management field.	D	A/I/C
2. Computer related qualification.	D	A/I/C
3. Evidence of continued professional development.	E	A/I/C
4. Level 2 accredited Gym Instructor award	E	A/I/C
5. Level 3 accredited Personal Trainer award.	D	A/I/C
6. GP Referral Qualification (Wright Foundation or Gayton YMCA/Fit).	D	A/I/C
7. Nutritional Qualification (Focus, Weight Management Centre, MEND).	D	A/I/C
8. First Aid Qualified.	D	A/I/C
9. Level 2 Chair Based Exercise Instructor (Later Life)	D	A/I/C
10. Level 2 in counselling / motivational interviewing / cognitive behavioural therapy.	D	A/I/C
11. NHS Health Check relevant qualification	D	A/I/C
EXPERIENCE		
12. Experience in a Sports Development/ Physical Activity / Health/ Leisure Management area within the public, voluntary or private sector.	E	A/I/R
13. Supervisory experience.	D	A/I/R
14. Performance Management experience.	D	A/I
15. Partnership working.	E	A/I
16. Maintain a database and keeping confidential records	E	A/I
17. Health screening/physiological testing	D	A/I
18. Working with voluntary and or private sector.	E	A/I
19. Experience of utilising counselling, motivational interviewing techniques.	D	A/I
KNOWLEDGE OF:		
20. Strategic Framework of Sport, Physical Activity and Public Health (National, Regional and County).	D	A/I
21. Statutory, voluntary and private sector funding agencies, grant application and monitoring processes.	D	A/I
22. Structure and funding avenues of health sector.	D	A/I
23. Best Value Legislation and local government modernisation agenda.	D	A/I
24. Computer based tracking programmes and database.	E	
SKILLS		



25. Excellent communication, both written and verbal.	E	A/I/P
26. ICT skills, including Microsoft Office and its associated applications.	E	A/I
27. Self motivated and an ability to work unsupervised.	E	A/I
28. Present ideas clearly in written, verbal or graphic form.	E	A/I
ABILITY TO:		
29. Create a sense of enthusiasm and confidence amongst partners and clients.	E	A/I/P
30. Organisation and planning, including ability to meet tight deadlines under pressure.	E	A/I/P
31. Be creative when designing services and solving problems.	E	A/I
32. Adapt to change.	E	A/I
33. Work Unsupervised	E	A/I
OTHER		
34. An understanding and commitment to equal opportunities in employment and equity issues.	E	A/I
35. A driving licence and access to a car.	D	A

Assessment Methods

AF: Application Form

I: Interview

C: Certificates

Prepared by: Lindsay McDowall

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