Job Description

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| **Employer:** | Active Black Country Limited  |
| **Job title:** | Health and Physical Activity Strategic Lead |
| **Department:** | Partnerships |
| **Location:** | Black Country area  |
| **Contract:** | 2-year fixed term  |
| **Salary:** | £45,000 per annum  |
| **Hours of work:** | 37.5 hours per week with additional hours worked as necessary for the proper performance of duties |
| **Reporting to:** | Director of Partnerships  |

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| **Job purpose** |
| The purpose of the Health and Physical Activity Lead is to work in partnership with health & care partners across the Black Country, including the NHS, Local Authorities and wider Integrated Care System partners.The role will ensure physical activity & moving are fundamental to people’s health and wellbeing, benefiting individuals from childhood through to older age, by reducing the risk of injury or disease, improving mental health, bringing communities together and encouraging connectedness to support the prevention agenda. This role will play a critical part in reducing health inequalities, improving health outcomes, and embedding physical activity as a core component of health & care pathways & interventions alongside community wellbeing strategies. In addition, they will work alongside national bodies to influence and engage in best practice for the benefit of residents both within the Black Country and beyond.  |
| **Main duties** |
| 1. Working closely with the health and care sector, operate as the lead advocate for the benefits that physical activity and movement can play in benefiting people with long-term health conditions and future prevention, treatment and rehabilitation.
2. Develop understanding of the wider health and care system to influence the integration of physical activity into health & care pathways to support population health outcomes.
3. Establish effective relationships across local place-based health partnerships that develops understanding, listening and acting on the needs of local communities, working in close partnership with providers of activities and community services, to ensure residents will have equitable access to opportunities to be active and move more.
4. Identify and develop models of practice that provide easily accessible physical activity pathways, that can be delivered alongside routine care across health and care settings, that provide consistent quality assured models of delivery, trusted by health and care colleagues and offering better support for those communities in most need.
5. Taking a lead role in the physical inactivity workstream as part of the Black Country Personalisation & Prevention implementation plan to influence and ensure physical inactivity is embedded as a cross-cutting theme to address health inequalities.
6. Work with appointed strategic and learning leads respectively alongside other suppliers on the Sport England recognised ‘Place Based’ investment in the Black Country.
7. Represent Black Country partners in regional and national conversations regarding physical activity & health promoting the Black Country as a place for national organisations to work in partnership and invest into.
8. Develop a ‘Prevention & Enablement’ model that can inform future approaches across the Black Country that can support delivery and coordination of community physical activity and health initiatives and opportunities for those living with long-term health conditions to be active and to engage in physical activity within their community in order to enable independence and to achieve wider outcomes.
9. Provide expert advice to senior leaders, boards, and external partners on best practices in physical activity promotion.
10. Working to the Monitoring Evaluation and Learning Framework to extract learnings and share good practice to inform decision-making and evaluate the impact of interventions.
11. Ensuring compliance at all times with contract management, procurement and finance procedures.
12. To be responsible and take reasonable care for the Health, Safety and Welfare of self and other employees and the public in accordance with Health and Safety Legislation and company procedures.
13. To adhere to the Data Protection Act at all times. Confidentiality must be maintained at all times.
14. To adhere to all relevant policies and procedures at all times.
15. To undertake such other duties as may be appropriate.
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| **Person Specification** |
| **Health:** Experience of the health & social care sectors, ideally with experience of influencing priorities and using physical activity as a tool to support wider determinants of health. Contemporary expert knowledge of national health policy and strategic frameworks i.e. NHS 10 Year Plan. Can articulate, demonstrate, or evidence the valuable role that physical activity and sport can contribute to health & socio-economic outcomes.**Place-based work:**Proven experience supporting specific communities or localities—particularly in roles involving community development, systems change, learning or collaborative partnerships, ideally across the Black Country.**Partnership and relationship building:**Able to work as a trusted partner and build strong, effective, and valued relationships across a wide range of people and organisations.Visibly values and promotes co-design and can bring people together to jointly create innovative ideas and practice.Skilled in building trust and long-term relationships across sectors—especially with local partners, community-based organisations, local authorities and charities.**Systems change understanding**:Has skills, knowledge and good experience of partnership working to build strong, effective, and valued relationships, across a wide range of people and organisations to influence & develop collaborative agendas.Able to work with complexity and influence and advocate for learning beyond programme delivery.Proven experience in using learning as a driver for change.I**mpact and learning:**Strong understanding of how to track, assess, and learn from outcomes in complex, community-driven settings. Skilled at applying evidence led approaches to design interventions that can support a range of health and socio-economic outcomes. Demonstrable expertise in building a culture of continuous improvement and reflective practice.**Equity and inclusion:**Deep commitment to inclusive practice, with experience applying in real-world settings.Demonstrates professional, voluntary, or lived experience of communities most marginalised or under-represented in being active. Has knowledge and understanding of the barriers to activity.**Communication:**Strong written and verbal skills, able to distil learning clearly for different audiences, including communities, partners, and funders.**Initiative and adaptability:**A self-starter who shows skills in agile and adaptive working proving they can respond quickly, work flexibly and navigate through fast-paced, changing, complex and uncertain environments. |