

GREATERSPORT

# Recruitment Pack

Strategic Lead – Marketing and Communications







 **Welcome**

# Welcome note from the CEO

Dear Candidate,

Firstly, thank you for showing an interest in this exciting and important role.

We are a Greater Manchester charity with a clear purpose to Change Lives Together through movement, physical activity and sport. We lead, support and connect people and partners across the Greater Manchester system to enable Active Lives for All, uniting communities and creating more equal and inclusive places so that people can lead happier, healthier and more fulfilled lives.

We play a strategic leadership role in support of GM Moving, the Greater Manchester wide movement for movement and work closely with Sport England to support the local implementation of the Uniting the Movement Strategy.

It is an exciting time for our organisation. We have recently launched our Business Plan, on the back of a 10-year GM Moving Strategy. Whilst the impacts of the pandemic continue, there has never been a greater need for a strong, vibrant and sustainable physical activity and sport system to ensure recovery.

I am very proud of the organisational culture we have created together. We place a huge emphasis on being a great place to work. To us this means being a place where we inspire, grow, lead, learn, move and thrive together to achieve our vision and make positive change. We are a values-led organisation guided by passion, integrity and purpose and we invest in our workforce, so we are all healthy, productive, efficient, high-performing, motivated and progressive.

If you want to join us on the next stage of our journey, we'd love to hear from you. We are committed to equality, diversity and inclusion. We welcome and encourage applications from all backgrounds.

Yours sincerely,

**Hayley Lever,**  
CEO GreaterSport and Exec Lead GM Moving

## Our vision

To lead, support and connect the Greater Manchester system in creating the conditions to enable Active Lives for All, uniting communities and creating more equal and inclusive places so that people can lead happier, healthier and more fulfilled lives.

## Our purpose

GreaterSport's purpose is Changing Lives Together through movement, physical activity and sport. GreaterSport is a leading Greater Manchester charity. We play a strategic leadership role in support of [GM Moving](#), the Greater Manchester wide movement for movement, with a collective mission of Active Lives for All.

We are one of 43 [Active Partnerships](#); a network of system partners working with Sport England to support the local implementation of the [Uniting the Movement Strategy](#).

## Our Values and Behaviours

Our values; **passion**, **integrity** and **purpose**, co-designed with our board, team and partners, guide how we work every day, are important to everything we do, and the way that we do it.

These values are translated into behaviours, which we strive to live out in practice. Our ways of working should be seen and heard internally and by those we work with. We hold ourselves and each other to account on these, use in our recruitment, induction, leadership and management processes and practices. We also use them as a tool to reflect on our performance in regular development reviews and our organisational development.



### Passion

For us this means we are excited about what we do. Our belief in our work and mission is visible and inspiring.



### Purpose

For us this means we are clear and motivated about our why, what and how. We make things happen.



### Integrity

For us this means we challenge ourselves and others to be honest and to do what is right.



# Supporting GM Moving in Action

**GM Moving in Action** is the shared strategy for physical activity across Greater Manchester. It sets out our collective ambitions, commitments and priorities for the next 10 years.

GreaterSport **lead, support** and **connect** people and partners across the system to develop and deliver on the whole system vision and approach to GM Moving in Action. This is our organisational role and is a critical one to the movement.

Our work is organised in support of shared outcomes set out in GM Moving in Action Framework.



# GM Moving In Action

## Our framework

### > Our Mission

- Active lives for all

### > Our 5 key priorities

- People, families and communities
- Inclusive participation and access
- Active places
- Whole system integration
- Culture change

### > Our 7 catalysts

- Involving & engaging
- Marketing & comms
- Investment
- Governance
- Digital access & innovation
- Learning, research & insight
- Leadership & workforce



### > Our ways of working

- Values-led
- Whole system
- Movement-building
- All leaders
- Enabling change
- Learning together

### > Key outcomes

- Physical & mental wellbeing
- Individual development
- Social & economic inclusion
- Strong communities
- Environmental sustainability



### Enablers

#### How we create the conditions:

- Involving local people & growing assets
- Strategic leadership enabling collective leadership
- Effective work across & between sectors
- Transforming governance & processes
- Learning & adapting

# Our shared priorities

## People, Families and Communities

- Active Children and Young People
- Active Adults
- Active Older Adults

## Inclusive Participation and Access

- Sport, Leisure and Physical Activity
- GM Walking
- Active Travel Active

## Active Places

- Place based working - Local Pilot
- Active environments

## Whole System Integration

- Physical and Mental Wellbeing
- Health and Care Integration
- Culture and System Change

## Catalysts

- Marketing and Communications
- Data, Insight, Evaluation and Learning
- People, Leadership and Workforce
- Digital Inclusion and Opportunities

## Business Operations

- Governance, HR, Finance and Risk



# Job Summary

## Strategic Lead - Marketing & Communications (Maternity Cover)

<b>Team:</b>	Marketing and Communications	<b>Salary Range:</b>	30-37 (£34,373-£41,591)	<b>Contract:</b>	Fixed Term 1 year Maternity Cover (secondment opportunity)
<b>Reporting to:</b>	Strategic Director – GM Walking and Operations	<b>Location:</b>	National Squash Centre with flexible working	<b>Hours:</b>	37 hours

## Your job purpose

You will lead all of the organisation’s marketing and communications to the public/deliverers/partners/influencers and funders. Along with the marketing team you will be responsible for ensuring GreaterSport has a strong, recognised and respected brand to meet the needs of our partners and audiences.

You will work with partners and media to ensure physical activity has a strong voice in Greater Manchester and beyond, that it is on the appropriate agendas and makes visible the benefits of active lives for all.

You will provide strategic marketing support to the GreaterSport team to support their delivery through marketing and comms and also showcase their success and share their learnings with partners.

- To be recognised as a go to/thought leader in the sector in relation to;
  - Nationally we know Greater Manchester best.
  - Locally we know Sport, Physical Activity and Movement landscape best.
- Through internal communications develop a more connected, motivated team with a consistent Marketing & Communications approach.



## You will

*Key tasks – subject to change throughout employment given change in priorities and ways of working. Should translate to actus objectives.*

1. Be responsible for setting the strategic direction of marketing priorities, whilst providing strong operational leadership to the marketing team.
2. Provide marketing leadership for the organisation by managing and delivering the five marketing plans to deliver effective, high level and influential comms across the region and nationally where appropriate. (Covering clubs, workplaces, sports partners, health partners, senior leaders, funders)
3. Provide Marketing Leadership to the GreaterSport teams by producing a strategic marketing plan for their area of work alongside ad hoc marketing support to contribute to GreaterSport's objectives.
4. Plan and deliver the public facing campaigns for physical activity in Greater Manchester.
5. Identify opportunities to showcase GM's work both in GM and nationally, amongst PA colleagues and wider to raise the voice of physical activity.
6. Identify opportunities to include public facing messages in partners comms.
7. Build and maintain key relationships with media and marketing leads across Greater Manchester.
8. Embed storytelling across the organisation.
9. Lead on the production of the Annual Report.
10. Lead the GreaterSport team to ensure brand consistency for both GreaterSport and GM Moving brands.
11. Lead on the look and feel of GreaterSport events, including the GM Moving Awards.
12. To act as client for commissioned work, drawing up specifications and recruiting providers according to commissioning principles and procurement regulations.

## Our culture

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to demonstrate our organisational values and associated behaviours.

**Purpose... We are clear and motivated about our why, what and how. We make things happen.**

**Passion... We are excited about what we do. Our belief in our work is visible and inspiring.**

**Integrity... We challenge ourselves and others to be honest and to do what is right.**

13. Provide line management support to the Digital Marketing & Comms Lead & Content Officer.
14. Be accountable for and take responsibility for the Marketing budget (s).
15. Demonstrate leadership and vision in connecting opportunities across the organisation and specifically Marketing priorities into wider organisation business planning and strategy.

Our ideal candidate	The way we work
<ul style="list-style-type: none"> <li>• Experience in a marketing / communications role including: both B2B and B2C marketing, comms planning, content creation, media relationships, digital marketing, copywriting, working with external agencies/suppliers, procurement procedures.</li> <li>• Be educated to high level with relevant specialisms or practical experience.</li> <li>• Experience of leading, managing and developing high performing teams.</li> <li>• Experience of working strategically across a range of priorities, connecting agendas and influencing culture, system and behaviour change.</li> <li>• Experience of complex stakeholder environments, and working to build mutually beneficial relationships.</li> <li>• Experience of preparing, managing and monitoring budgets.</li> <li>• Passionate and driven to make a difference to the lives of the residents in Greater Manchester.</li> <li>• The ability to make complex decisions independently and seek support where appropriate.</li> <li>• Excellent interpersonal skills with an ability to build relationships.</li> <li>• Knowledge of physical activity and inactivity on health and other outcomes.</li> <li>• A high level understanding of the inequalities that exist and the barriers affecting under-represented groups in sport and physical activity.</li> </ul>	 <p>The 'The way we work' section contains six colorful icons arranged in a 2x3 grid. Each icon features a white graphic on a colored background with a white text box below it. The icons are: 1. Top-left: Three stylized human figures in a circle on a pink and orange background, with the text 'Bring people together and enable them to engage'. 2. Top-middle: Two stylized human figures in a circle on a green and blue background, with the text 'Relationships are more important than the words'. 3. Top-right: A stylized human figure holding a heart and a pound sign in a circle on a blue background, with the text 'Principles experienced through practice'. 4. Bottom-left: A stylized human figure with a parachute in a circle on a pink and orange background, with the text 'Have Courage'. 5. Bottom-middle: Two stylized human figures in a circle on a blue background, with the text 'Explore different perspectives from different layers of the system'. 6. Bottom-right: Two stylized human figures on a ramp in a circle on a yellow and purple background, with the text '“You've got to roll with it...”’</p>

This role profile is not exhaustive and amendments and additions may be required in line with future organisational changes.



## Confidentiality

Any information relating to people contacted by the Partnership acquired in the course of duty must be treated in strictest confidence and must be discussed only within the confines of the work setting with the appropriate members of staff.

Any information relating to staff acquired in the course of duty must be treated in the strictest confidence and must be discussed only with senior staff members.

## Application equality & disability statement

GreaterSport is committed to encouraging equality, diversity and inclusion among our workforce, and eliminating unlawful discrimination. As an employer, we actively seek to ensure that our workforce reflects the communities we serve, recognising that this makes us better able to understand their needs and priorities. We can only do this by ensuring that the people who work for us are the best they can be irrespective of age, gender, sexuality, ethnicity, disability, marital status, religion or belief.

Our recruitment system adopts 'anonymised recruitment' approach, this removes the candidate's name and other identifying factors such as age and gender, so we can ensure we hire based on merit only.

At GreaterSport we commit to offering disabled people an interview if they meet the minimum criteria for the job vacancy, subject to some exceptions.

## Disclosure

Because of the nature of the work of the Partnership, we take Safeguarding very seriously. The following information is required for legal reasons. If you have any questions or concerns about this, please feel free to contact our Child Protection Officer or a member of the management team.

This post is exempt from the provisions of the Rehabilitation of Offenders Act 1974 by virtue of the Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975. Applicants are not entitled, therefore, to withhold information about convictions which for other purposes are 'spent' under the provisions of the Act. In the event of employment, any failure to disclose such convictions could result in dismissal or disciplinary action by the Partnership. Any information given will be completely confidential. If you are successful in your application, you may be required to have a DBS check dependent on the nature of work undertaken.

# Employee benefits



## Annual leave

Annual leave entitlement of 28 days, in addition to public holidays (pro-rata for part time employees).



## Pension scheme

Access to a Local Government Pension Scheme. In addition to employee contributions, GreaterSport contributes over 24% of your salary to the pension fund. Also, a qualified employee will be entitled to a death in service benefit of three times their annual salary.



## Access to Simply Health employee health care

Simplyhealth is a company paid health cash plan. It gives you access to and covers the cost of essential healthcare services including chiropody, physiotherapy, dentistry, prescriptions, hospital and maternity costs.



## Weekly Physical Activity Allowance

Within the working week there is opportunity to take up to 45mins for sport or physical activity.



## Access to Cycle to Work Scheme

This allows you to sacrifice part of your salary to get a bike on which you won't be required to pay VAT.



## Commitment to Individual Development

Personal growth is a key component to the success of our organisation. We invest in your learning and development opportunities with an individual development budget every year.





## Flexibility to work remotely

We want all staff to feel able to work flexibly as we know this to be beneficial for individual and organisational wellbeing, morale, efficiency and productivity. We believe this is a key cornerstone of being a great place to work.



## Giving back volunteer days

GreaterSport recognises the importance of giving back to local communities by allowing staff to take one day per year to complete a volunteer opportunity.



## Family Friendly Policy

We have a Family Friendly Policy which includes including maternity, paternity, adoption and primary carer pay.



# Equality, Diversity and Inclusion

GreaterSport is committed to providing equal opportunities and promoting diversity, irrespective of ethnicity, age, gender, sexuality, disability, religion or personal circumstance.

We believe in people. We believe that with the right opportunities, everyone should reach their full potential and we believe that moving more, sport and physical activity is a fundamental key to unlocking potential.

Equality, Diversity and Inclusion is critical for the success of GreaterSport and the achievement of our vision. We are fully committed to treating all of our employees, job applicants and volunteers equally.

As an employer, we aspire to being a diverse, inclusive and responsible organisation. Our aim is to have a workforce that reflects and understands the communities we work alongside.



GreaterSport has been accredited as a Living Wage Employer; a voluntary benchmark for employers ensuring their staff earn a wage they can live on, not just the government minimum.



GreaterSport is Disability Confident Employer, and as such are committed to recruiting and retaining disabled people and those with health conditions.

# Mental Health & Wellbeing



GreaterSport is committed to the protection and promotion of the mental health and wellbeing of all its employees. We are signed up to the six standards of 'The Mental Health at Work Commitment' and continuously strive to promote mental health and wellbeing throughout the organisation by offering a dedicated Mental Wellbeing support package.



# Contact us

GreaterSport is here to help with any questions or enquiries you may have about the role.

## Head Office

GreaterSport  
The National Squash Centre & Regional Arena  
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Manchester  
M11 3FF

## Key Contact

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Strategic Director  
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