

JOB SPECIFICATION

DIRECTORATE:		PLACE	
DIVISION/SECTION/UNIT:		Cultural Services	
UNIT MANAGER:		Tracey McNulty	
POST TITLE:		Strategic Manager Leisure, Partnerships, Health & Well Being	
JOB FAMILY & ROLE PROFILE:		OS70S	
POST NO:	PL.61232 – V4	GRADE	12 SCP 45 - 49

SUMMARY OF ROLE	
REPORTING TO:	Head of Cultural Services
PURPOSE OF THE POST:	<ol style="list-style-type: none"> 1. To develop, plan and deliver comprehensive, customer focused and high quality sports and leisure activities and Health & Well Being services for the City & County of Swansea in accordance with Corporate Priorities. 2. To act as advocate and promote City and County of Swansea's profile actively in national and regional partnerships, via funding bids, exploiting networking forums and other interactions with external partners, businesses, local authorities, Welsh Government and other agencies as applicable. 3. To set clear and effective parameters for service delivery to meet changing organisational needs. To lead by example and take active responsibility for delegated corporate projects, strategies or initiatives. 4. To drive the Council's objectives for growth, affordability and diversity in sport & leisure activity, and embed the Health & Well Being agenda in leisure facilities both through internal delivery and through external partnerships. 5. To lead on relevant strategies and initiatives, delivering a range of services Leisure, Partnerships, Health & Well Being in the City and County. <p><i>Services are currently:</i></p> <ul style="list-style-type: none"> • Creating a Healthy & Active Swansea Plan • Partnership activities as relevant, including Management of funding agreements and commissioning Contracts with a range of third parties and external bodies. • Development & Outreach Service including Community Buildings and Asset Transfer management • Skate and other recreational infrastructure development to improve access to play, formal and informal sports and leisure • ParkLives, 60+ and other regional /national initiatives and

	<p>projects as present themselves</p> <ul style="list-style-type: none"> • National Exercise Referral Scheme and other Health related initiatives • The Freedom Leisure, Parkwood Leisure, Wales National Pool Swansea, Indoor Bowls Centre, Tennis Centre, Sport Wales and University Partnerships • Sports Lettings for outdoor pitches, licenses and hires • Water Safety and contracts with e.g. WNPS and RNLI • Foreshore attractions including Mumbles Caravan Park, Land train, Southend Gardens, St Helens Ground and the Recreation Ground • Oystermouth Castle • Delivery of new Sport & Leisure facility Developments as directed <p>Nb. The service is likely to undergo a full restructure in the next 12 months though any changes will still be within the overall parameters of the Strategic service manager responsibility and Grade profile.</p>
<p>THE POST HOLDER IS RESPONSIBLE FOR THE FOLLOWING:</p>	<p>Performance, Partnership and Projects</p> <ol style="list-style-type: none"> 1. To support the Head of Cultural Services in development of overall Service strategies and policies within which customer focused, successful and cost effective cultural services are delivered 2. To work positively and proactively with portfolio holders, Cabinet and committees of the Council on cultural Service matters; preparing reports, taking account of the special nature of relationships between officers and Members of the Council in a local government context. 3. To translate emerging service strategies and corporate priorities into SMART operational objectives and to test, review and renew action planning to manage and provide corporate performance data on a regular basis. 4. In accordance with Corporate Plan objectives, to take personal responsibility for influencing and reshaping services, promoting a culture of improvement and a sustainable ecology, robust financial control and value for money, effective performance management and demonstrate learning and development in all aspects of work. 5. To support and contribute to the development of Cultural Strategies for the City & County and oversee the implementation of outcomes and service plans in partnership with a range of Leisure providers, Clubs and Groups, Health related organisations and bodies. 6. To lead the Leisure programme, community and sports development services in devising and delivering comprehensive and rigorous annual service and financial planning cycles to agreed standards. 7. To develop strong networks, working relationships and communication links with the sport and health sector. <p>People and Change Management</p> <ol style="list-style-type: none"> 8. To provide clear, visible and accountable leadership and to promote good communication, encouraging team contributions and empowerment to promote high performance against City and County of Swansea's objectives for Sustainable Swansea and management for officer competencies.

	<p>9. To lead, manage, integrate and engage teams within the service in shared standards, commitment to service improvement and development of customer-centric processes.</p> <p>10. To promote a culture which protects the safety, health and wellbeing of all in line with the Human Resources Performance Management commitment and corporate policies and procedures.</p> <p>11. To ensure that recruitment, induction, coaching, appraisal and ongoing people performance management are carried out in accordance with corporate standards.</p> <p>12. To promote equality of opportunity for all in service delivery in line with corporate standards, policies and procedures.</p> <p>13. To promote a culture supportive of the Council's vision priorities and values, and to take all reasonable steps to maintain good employee relations.</p> <p>Duties of the post may vary from time to time without changing the general character of the duties or the level of responsibility involved.</p>
<p>JOB WORKING CIRCUMSTANCES</p> <p>The postholder will be expected to:</p>	<p>1. Mainly office based with travel to various locations for external meetings. May be required to travel to other sites, including outdoor sites.</p> <p>2. All employees, supervisors, managers, and the Corporate Management Team have statutory duties under Health and Safety Legislation. As a result of these requirements, every Job Family Role Profile will include compulsory requirements, depending on the level of responsibility of the role.</p>

PERSON SPECIFICATION

ROLE CRITERIA NO.1	EDUCATION, QUALIFICATIONS & TRAINING
Essential	<ul style="list-style-type: none"> Degree level education or equivalent Professional and/or Management qualification in relevant discipline <p>Training in:</p> <ul style="list-style-type: none"> Equality and Diversity IT (specifically MS Office) Presentational skills
Desirable	<ul style="list-style-type: none"> Professional qualification or second Degree in Sport, Physical Activity or equivalent professional discipline <p>Training in:</p> <ul style="list-style-type: none"> Public speaking, PR, Media skills
Evidence	All certificates to be provided at interview for validation.
ROLE CRITERIA NO.2	SKILLS /TECHNICAL / PROFESSIONAL COMPETENCE
Essential	<p>Leadership and Influencing:</p> <ul style="list-style-type: none"> Engaging and confident speaker and networker, presenting to and engaging with diverse audiences Able to represent Swansea effectively at local, regional and national levels Focuses on solutions rather than problems Strategic vision and ability to translate it into clear, achievable priorities and objectives Inspiring and driving team success Advocate for the Council, demonstrating consistent commitment to improvement, efficiency and economy in service delivery Political and business acumen Willing to engage, build confidence and deliver positive partnerships internally and externally Able to handle difficult/challenging situations astutely and with discretion Strong negotiating and influencing skills <p>Managing and Delivering Services</p> <ul style="list-style-type: none"> Effective project and team management Driving, delivering and learning from results Decision making and problem solving

	<ul style="list-style-type: none"> • Strong numerical and verbal reasoning skills • Report writing and presentational skills • Managing key resources - financial and people • Performance coaching and feedback skills • IT skills (eg MS Office) • Demonstrably reviews impact of own actions and performance on others and adapts to improve • Marketing and Communication techniques • Cross-cutting impact of the relevant service activities in relation to Corporate Objectives • Financial management and budgetary processes • Corporate and service performance cycles • Relevant disciplines and strategies • Cabinet and officer roles & discretions • Social inclusion and fair employment • Project management principles <p><i>Managers must commit to implement and abide by corporate standards, competencies, policies and procedures.</i></p>
Desirable	<ul style="list-style-type: none"> • Able to exploit technology • Public relations, media skills • Leisure Business planning and development - principles and planning • Basic employment legislation • Understanding Cabinet and officer roles, delegations & discretions. • Ability to understand and present the cross-cutting impact of the relevant service activities in relation to Corporate Priorities.
Evidence	Valid certification and/or registration/CPD
ROLE CRITERIA NO.3	EXPERIENCE
Essential	<ul style="list-style-type: none"> • Professional management and delivery of at least one of the services to be managed • A proven track record of managing complex, multidisciplinary projects and relationships, within the culture and tourism sector where collaboration and co-creation, customer satisfaction and commercial factors are integral to success. • Building and managing customer relationships • Planning, marketing and delivering significant projects, including service strategy and participation • Managing change to deliver improvements in performance • Achieving partnership objectives with external agencies/organisations • Improving corporate systems and demonstrating performance gains • Consultation and positive engagement with Unions/employee groups • Delivery of high profile customer focused services • Sport & Health Strategy and Policy development, delivery and evaluation

	<ul style="list-style-type: none"> • Setting and achieving challenging performance targets • Positive approach, promoting team & corporate harmony during change
Desirable	<ul style="list-style-type: none"> • Cocreating, enabling and joint commissioning of services • Contract and Procurement methods and practices • Delivery of capital programmes/projects
Evidence	At interview, then in post
ROLE CRITERIA NO.4	COMPETENCIES & ABILITIES
Essential	<ol style="list-style-type: none"> 1. The ability to build and manage effective teams. 2. The ability to exercise sound judgement and sensitivity when dealing with confidential matters. 3. Excellent communication skills – both written and verbal. 4. Good analytical skills as evidenced by the ability to solve problems logically and make appropriate decisions. 5. The post holder shall, while at work, take reasonable care for the health, safety and wellbeing of themselves and of other persons who may be affected by their acts or omissions 6. The post holder shall comply with the provisions of the Health and Safety at Work etc Act 1974, and regulations made under that Act relevant to their work activities 7. The post holder shall fulfil their responsibilities for health and safety as detailed in the Policy.
Desirable	<ul style="list-style-type: none"> • Sound understanding of financial, operational, contract and employment compliance; • Demonstrable experience of working with and managing partnerships, teams and contracted agencies.
Evidence	At interview, then in post
ROLE CRITERIA NO.5	COMMITMENT TO EQUAL OPPORTUNITIES
Essential	<p>Candidates will demonstrate that all activities are undertaken in accordance with the Equalities Act 2010 and Swansea Council's Equal Opportunities Policy and Procedures.</p> <p>All employees and managers must be aware of the Equality Act so that it is considered in their work, where relevant, to ensure compliance with legislation.</p>
Desirable	Demonstrable personal and professional commitment to inclusivity, diversity and engagement with a range of partners and individuals – demonstrating an understanding and insight into cultural rights, obstacles and barriers to participation in provided services;
Evidence	At interview, then in post
ROLE CRITERIA NO.6	CURRENT DRIVING LICENCE
Essential	Ability to travel around premises and fulfil duties outside of normal 'office' hours as and when required
Desirable	<p>Use of own car:</p> <p>Should the post holder have a disability and/or be unable to drive, then they may seek alternative means of transport/assistance, which must be an effective and cost</p>

	effective method of travelling
Evidence	Evidence the post holder is appropriately insured for business purposes to be provided annually
ROLE CRITERIA NO.7	Compulsory Requirements for Introducing Change and New Ways of Working
Essential	1. Demonstrate commitment to the Council's new ways of working, providing a positive and supportive environment that initiates and enables innovative and sustainable working practices that deliver high quality services for our citizens. 2. Embrace change through actively and flexibly participating in and adapting to new ways of working with our citizens, as agreed through formal consultation with Trades Unions and HR Policies and procedures
Desirable	
Evidence	At interview, then in post
ROLE CRITERIA NO.8	OTHER REQUIREMENT (2)
Essential	Use of telephony and ICT equipment
Desirable	
Evidence	At interview, then in post
HEALTH SURVEILLANCE & MONITORING:	This post will require the post holder to take part in Health Surveillance and Monitoring procedures.
SAFEGUARDING:	The Authority in line with the Corporate Safeguarding Policy is committed to safeguarding and promoting the welfare of children, young people and adults and expects all staff and volunteers to share this commitment. The Authority expects all staff to undertake and keep up to date with mandatory safeguarding training for the both the protection of children and adults.

Welsh Language			
The Authority is committed to delivering an equally high quality service in Welsh and English and will support staff in providing this.			
Assessment of Posts			
All posts have to be assessed in respect of the Welsh Language requirements. The evidence of which has to be retained and available for (a) audit trail and (b) inclusion in annual report figures.			
Requirements for this post (See attached Welsh Language Skills Assessment)			
Understanding	Level: 0	Speaking	Level: 0
Reading	Level: 0	Writing	Level: 0
Based on the above, requirement for this post is as follows:			
Essential		Desirable	
To be learned		Not required	x

Disclosure and Barring Service (DBS):	This post requires the postholder to have the level of DBS disclosure as indicated below:		
	Standard DBS Disclosure Application	Enhanced DBS Disclosure Application	No DBS Disclosure Application
			X
Review/ Right to vary:	This Person Specification is as currently applies and will be reviewed regularly according to the Employee Performance Management Review Policy and the Performance Development Review and Appraisal process. The Job and Person Specification may be subject to other Variance within the remit of the Role Profile.		
Sign off			
Line Manager:		Date:	
Post Holder:		Date:	

Welsh Language Skills Framework

Level 0			
No Welsh language requirement identified for the post – but all recruits should be aware of the corporate requirements of the Welsh language standards and completion of the Welsh language awareness course is advised.			
Understanding	Speaking	Reading	Writing
➤ No Welsh language requirement identified	➤ No Welsh language requirement identified	➤ No Welsh language requirement identified	➤ No Welsh language requirement identified
Level 1			
Can understand basic everyday phrases if the speaker talks slowly and clearly and is willing to help. Can introduce yourself and others and can ask and answer questions regarding basic information, e.g. Where someone lives; what they like doing. Can pass on a simple message or make a straightforward request, e.g. via e-mail.			
Understanding	Speaking	Reading	Writing
➤ Can understand simple personal information details; e.g. where someone lives, his/her name, who the person wishes to see	<ul style="list-style-type: none"> ➤ Can pronounce place names and personal names correctly. ➤ Can greet individuals face to face or over the telephone ➤ Can open and close a conversation or open and close a meeting. 	➤ Can read short sentence, e.g. basic signs, simple instructions, agenda items, simple information on forms	<ul style="list-style-type: none"> ➤ Can open and close an e-mail or letter ➤ Can write personal names, place names, job titles ➤ Can write a simple message to a colleague on paper or e-mail, e.g. such and such has called.
Level 2			
Can understand sentences when people talk about everyday situations, e.g. simple personal and family information. Can hold a basic conversation with someone to obtain or exchange straightforward information, e.g. discuss how a person is feeling; something which has happened; simple plan for the future. Can write and read messages in letters or e-mails describing familiar issues and written in short sentences.			
Understanding	Speaking	Reading	Writing
<ul style="list-style-type: none"> ➤ Can understand when people speak slowly about everyday situations, e.g. providing personal information, talking about what they have been doing, what they would like to do, how they feel in general ➤ Can understand when people ask you do something 	<ul style="list-style-type: none"> ➤ Can communicate simple information or ask common questions, e.g. to acquire information from an individual ➤ Can use Welsh to get to and emphasise with the individual but not able to conduct the entire conversation or session in Welsh ➤ Can hold a short conversation with an individual or exchange 	➤ Can read short message and certain letters or e-mails, e.g. Those which make a request or ask you to pass on a message	<ul style="list-style-type: none"> ➤ Can write a short message to a colleague asking a question, thanking her/him, explaining something, e.g. time and place of a meeting ➤ Can write a short letter or e-mail to arrange an appointment

	<p>relatively straightforward information</p> <ul style="list-style-type: none"> ➤ Can contribute to a meeting, but need to revert to English for specialist terms. 		
--	--	--	--

Level 3

Can understand the main points when an individual or colleague is talking about familiar subjects, e.g. during a conversation or small group meeting. Can hold extended conversations with fluent speakers about familiar subjects involving everyday work. Can describe experiences and events and provide concise explanations and reasons for opinions and plans. Can read articles, letters or e-mails about general subjects. Can write letters or e-mails about most subjects, e.g. requesting something; providing information; inviting somebody or organising an event.

Understanding	Speaking	Reading	Writing
<ul style="list-style-type: none"> ➤ Can understand individuals and colleagues when exchanging information or discussing plans, if the subject is familiar. ➤ Can understand a discussion at a meeting if the subject is familiar. ➤ Can understand individuals and colleagues in a familiar situation or in everyday conversation. 	<ul style="list-style-type: none"> ➤ Can take part in most conversations with colleagues about work and plans if the vocabulary is not too technical. ➤ Can hold a conversation with an individual or exchanging relatively straightforward information. ➤ Can contribute to a meeting but need to revert to English for specialist terms. ➤ Can adapt the style of language to suit the audience. 	<ul style="list-style-type: none"> ➤ Can understand most e-mail messages or letters concerning day to day work. ➤ Can guess the meaning of a word based on context if the subject is familiar. ➤ Can read a simple, straightforward article in a newspaper or magazine types of written material. 	<ul style="list-style-type: none"> ➤ Can write a letter or e-mail to an individual, or colleague about most topics in order to request something; provide an explanation; describe an experience or situation; invite people or organise an event. ➤ Can write relatively accurately when drafting a short information leaflet or information Welsh as required.

Level 4

Can usually follow most conversations or discussions, even on unfamiliar topics, unless the speaker has a strong or unfamiliar accent. Can talk confidently with fluent speakers about familiar subjects relating to work, and can express an opinion, take part in discussion, and talk extensively about general topics, e.g. In meetings or one-to-one situations with individuals. Can understand most correspondence, newspaper articles and reports intended for fluent speakers with the aid of a dictionary and can scan long texts to find details. Can complete forms and write reports relating to work and respond accurately.

Understanding	Speaking	Reading	Writing
<ul style="list-style-type: none"> ➤ Can follow most conversations and discussions with individuals or colleagues even if the subject matter is unfamiliar. ➤ Can understand differences in 	<ul style="list-style-type: none"> ➤ Can contribute effectively to internal and external meetings in a work context. ➤ Can converse comfortably with individuals and exchange 	<ul style="list-style-type: none"> ➤ Can read most correspondence and scan long texts to find details. ➤ Can understand most newspaper articles and reports 	<ul style="list-style-type: none"> ➤ Can produce correspondence of all types, short reports, documents and literature with support of an editor or electronic aid.

register and dialect.	<p>information as required.</p> <ul style="list-style-type: none"> ➤ Can argue for and against a specific case. ➤ Can chair meetings and answer questions from the chair confidently. 	<p>with the aid of a dictionary.</p> <ul style="list-style-type: none"> ➤ Can understand novels and other texts, unless written in a very formal or colloquial form. 	
-----------------------	---	---	--

Level 5

Can understand everything that is being said. Can talk extensively about complex issues, presenting difficult information and can facilitate and summarise extended or complex discussions. Can summarise information from different sources (orally and in writing) and present it in a coherent way. Can express themselves spontaneously, fluently and in details, adapting the language to suit the audience.

Understanding	Speaking	Reading	Writing
<ul style="list-style-type: none"> ➤ Can follow all conversations and discussions with individuals or colleagues. ➤ Can understand the ambiguity and nuance of language. 	<ul style="list-style-type: none"> ➤ Can express yourself fully in detail, even when discussing complex issues. ➤ Can adapt the style and register of your language to suit the audience. 	<ul style="list-style-type: none"> ➤ Can read and understand almost all written texts without difficulty, referring to a dictionary occasionally. ➤ Can read long texts to find relevant details and can understand most types of written material. 	<ul style="list-style-type: none"> ➤ Can write reports in a clear style appropriate to the reader with the support of electronic language aids. ➤ Can write formal or informal Welsh as required. ➤ Can write a range of documents accurately and with confidence.

Disclosure and Barring Service (DBS) Disclosure Checks

The DBS was established under Part V of the Police Act 1997 and was launched in March 2002.

The DBS enables organisations in the public, private and voluntary sectors to make safer recruitment decisions by identifying candidates who may be unsuitable for certain work, especially that involve children or vulnerable adults.

The DBS can issue 5 levels of Disclosure Certificates, depending on the position applied for, namely Standard, Enhanced, Enhanced with ISA check (children), Enhanced with ISA check (adults) and Enhanced with ISA check (children and adults)

Prospective applicants should be aware that before any offer of appointment is confirmed the successful candidate will be required to complete an online application form for the appropriate level of disclosure. Proof of the successful candidate's identity will also be required in the form of the following: Passport, Driving Licence, Birth Certificate and Utility Bills.

The Authority actively promotes equality of opportunity for all existing employees and prospective applicants. Candidates are selected on the basis of skill, qualifications and experience, and their match against the Person Specification. A criminal record will not necessarily bar applicants from working with the Authority. It will depend on the nature of the position and the circumstances and background of the offence.

The Authority has a written Policy on the Recruitment of Ex-offenders, which complies with the DBS Code of Practice, and undertakes to treat all applicants fairly.

The following information is available from the Employee Services Helpdesk, Room 323, The Guildhall, SWANSEA SA1 4PE; Telephone 01792 636098, email employee.serviceshelpdesk@swansea.gov.uk.

- DBS's Code of Practice;
- Authority's Policy on the Security of Confidential Disclosure information;
- Information on the Rehabilitation of Offenders Act 1974

Further information about the Disclosure Scheme is available at www.homeoffice.gov.uk/agencies-public-bodies/dbs/.



Corporate Plan

Delivering a successful and sustainable Swansea

Our ambitions and commitments to residents – our well-being objectives

We have prioritised six well-being objectives. These are:

- **Safeguarding** people from harm – so that our citizens are free from harm and exploitation.
- Improving **Education & Skills** – so that everyone in Swansea gains the skills and qualifications they need to succeed in life.
- Transforming our **Economy & Infrastructure** – so that Swansea has a thriving mixed use City Centre and a local economy that will support the prosperity of our citizens.
- **Tackling Poverty** – so that every person in Swansea can achieve his or her potential.
- Maintaining and enhancing Swansea's **Natural Resources and Biodiversity** – so that we maintain and enhance biodiversity, reduce our carbon footprint, improve our knowledge and understanding of our natural environment and benefit health and well-being.
- **Transformation & Future Council** development – so that we and the services that we provide are sustainable and fit for the future.

Our Values

Our plans will be built on three clear values which will guide the way that we work, how we develop as an organisation and our decision making through the years ahead.

- **People Focus**
We will focus on community needs and outcomes and on improving the lives of the people who live and work in Swansea. We will also respect, value and support our employees and demonstrate the highest standards of integrity.
- **Working Together**
We will promote a whole partnership approach, working across services to maximise resources and knowledge and joining forces with others outside

the Council to ensure we prioritise our resources and get the best for our communities.

➤ **Innovation**

We will promote and support a culture of innovation. We will think and work differently to improve our ability to deliver and to meet the financial, demographic and societal challenges we face. We will share learning across the Council, as part of our Innovation Programme