

Job Profile: Information and Business Development Officer

Job Title: Information and Business Development Officer

Job Grade: Level 3, Zone 1

About Camden

'Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. We're not just home to UK's fastest growing economy - we're home to the most important conversations happening today. And we're making radical social change a reality so that nobody gets left behind.

Camden's Sport and Physical Activity Service (SPA) is committed to promoting healthier and more active lives. Working with Camden's passionate physical activity sector we want to create welcoming environments, where it's easy to take part in physical activity. Our extensive sport and physical activity offer comprises 6 high quality Leisure Centres managed by Greenwich Leisure Limited. We deliver extensive programmes for children and young people and are proud of our activity programmes for disabled citizens. We try innovative approaches like the Get Active behaviour change project for inactive residents with long term medical conditions in partnership with Camden Public Health. Pro-Active Camden is the strategic sport and physical activity partnership for the borough and is the advocate for making Camden more physically active; relationships with our voluntary and community sector are extremely important to ensuring that the right opportunities are developed.

About the role

This role will work across the SPA service, increasing access to sport and physical activity opportunities, targeting residents who face barriers to leading active lives. The post holder will shape the work of the SPA service using data and insight data (eg Sport England's Active Lives) to create recommendations for priorities and new programmes. This role will have a business development function looking for ways to adapt and improve our service approach and how we develop programmes. This includes, for example, how we collate and analyse performance data and the IT systems we use to achieve this. Marketing and communications are key to enabling behaviour change and promoting targeted physical activity opportunities. This role will lead the delivery of a marketing and communications strategy, which will use targeted campaigns and relevant communication channels to engage inactive residents informing them about the benefits of physical activity and how our services can help them achieve an active life. This will include for example, developing innovative IT solutions to enable stakeholders, partners and residents to identify and access appropriate physical activity opportunities for example through the Get Active London portal.

About you

You will have an in-depth understanding of health inequality and how sport and physical activity can help to address inequalities in the widest sense. You'll have experience in developing interventions that address resident inactivity particularly amongst our most deprived community

groups and those with complex health needs, with knowledge of need and barriers to participation including equalities issues. You will understand and have experience of collating analysis and interpreting programme data. You will have experience and understanding of IT systems and maximising their usage for service benefits and impact, with relevant knowledge of data protection. You'll be responsible for developing and improving systems for collating and sharing insight across the service and externally with partners and residents. You will be able to develop and maintain strategic relationships and partnerships. You'll have experience of managing marketing and communications campaigns and programmes which engage specific target audiences. `

People Management Responsibilities:

No direct reports associated with this post. However, the role will work across the service providing support and delegating business development functions where appropriate.

Relationships;

This role will develop and maintain strong relationships with the following internal relationships and partnerships; Camden ICT, IT providers - Referral and Rocktime, Corporate Communications, Sport and Physical Activity Service colleagues, Strategy and Improvement, Public Health, CSF, Adult Social Care, Culture, Youth Service, Community Safety, Members Office and Cabinet Members (for example producing reports as required). And the following external relationships and partnerships; Pro-Active Camden, London Sport Insight Team, Community based organisations, local ward councillors, relevant, service providers such as GLL, Jubilee Hall Trust, CYMCA, governing bodies of Sport, London Sport and Sport England.

The nature of these relationships and partnerships are likely to be developmentally and operationally focused on new opportunities for service improvement and reach.

Work Environment:

You will be required to work independently and lead engagement with internal and external partners on the core project areas, you will be able to travel independently around the borough on a regular basis.

In addition, because the role is focused on supporting clubs and community organisations, many of whom are volunteers, it is expected that periodically work will need to be conducted out of standard office hours including weekends. This can be managed within Camden flexible working practices.

The post holder's main offices will be 5 Pancras Square, London, N1C 4AG