**Note this role is 32 hours per week 0.89 FTE.**

**Job Capsule Supplementary Information: Active Living Officer**

**This supplementary information for the Active Living Officer is for guidance and must be used in conjunction with the Job Capsule for: Health & Community,**

**Job Family: Health and Community**

**Job Zone: Currently Level 3 Zone 1 – fixed term contract to 31 March 2020**

**Camden Way Category 2**

**It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee’s contract of employment.**

**Role Purpose:**

This role sits in the Camden Sport & Physical Activity Service (SPA) the post holder will work to shape and deliver the emerging Sport and Physical activity for residents of Camden and reflect the key aims set out in the Camden Plan and Camden 2025 Visions.

Will take a strategic lead in developing and promoting physical activity opportunities for disabled people and those with limiting health conditions across the London Borough of Camden.

Will co-ordinate the development of sport and physical activity opportunities for inactive and at risk populations and increased participation for a better health outcome.

Is concerned with improving the number and quality of places to do sport and physical activity.

Has a strong enabling emphasis to ensure long term sustainability and therefore partnership working is key.

**The post holder will carry out the following functions:**

* Work with internal and external partners to develop the physical activity offer for disabled residents and those with long term medical conditions and increase awareness of the offer.
* Work with the SPA Strategy & partnerships team and GLL Disability officer to ensure implementation of initiatives within GLL Camden leisure centres.
* Take a lead responsibility for the advertising and branding of our offer for disabled people and those with long term medical conditions, for example local advertising and web-based information. Work with the Pro Active Camden disability sub group and the network of borough partners that provide for or have an interest in sport and physical activity for disabled people. Engage with those who are most at risk, vulnerable and with long term health conditions; mental health, diabetes, stroke etc. into appropriate sport and physical activity opportunities.
* Target resources at priority areas, inequalities and barriered communities.
* Develop innovations and services to address unmet need with partners that make most efficient use of resources.
* Understand the need and collaborate with health care professionals on embedding SPA in care pathways.
* Identify opportunities, innovative solutions and additional resources for addressing inactivity, - Utilise national marketing and healthy public information campaigns in conjunction with local opportunities to promote healthy living messages.
* Monitor and collate evidence of interventions to continue to build a case for the importance of this area of work
* Deliver projects in accordance with all relevant statutory requirements, Council policy and nationally recognised guidelines and best practice including in respect of the health and safety of customers and staff, data protection, disability discrimination and equalities and diversity.
* Work closely with Camden citizens to ensure that what is on offer is driven by them and fully reflects the needs and desires which they have expressed
* Maintain a flexible attitude to new projects which may require a focus on a different work area

**Example outcomes or objectives that this role will deliver:**

* Increased sport and physical activity participation among disabled residents, older adults, and those living with long term medical conditions.
* An increase in number of targeted sessions for disabled older adults and children under 14
* Improved customer experience of disabled people accessing Camden’s Sport and Leisure offer
* Development of a physical activity pathway for those with long term medical conditions
* An increase in long term adherence to physical activity following a targeted intervention (e.g. Exercise on Referral)

**People Management Responsibilities:**

* Co-ordinate internal and external staff and volunteers as required including sports coaches physical activity instructors and volunteers.

**Relationships:**

This post reports to the Active Living Manager and is a post in the Active Living Team.

This role will develop and maintain strong relationships with the following internal relationships and partnerships; Public Health, CCG, GP's, Health and Primary Care professionals CSF, Adult Social Care, Culture, Corporate Communications, Youth Service, Community Safety, Members Office. These will be required at officer level. External relationships and partnerships will include those with; Community based organisations (typically director / CEO level) both delivery and representative agencies or groups, local ward councillors, relevant Cabinet Members, 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 focused on developing new opportunities for sport and physical activity particularly for the most inactive and excluded.

**Work Environment**

The work environment will be largely office based at 5 Pancras Square, however, the needs of the role are such that offsite meetings will be a regular occurrence. It is expected that periodically work will need to be conducted out of standard office hours. This can be managed within Camden flexible working practices.

The post holder will be required to work independently and lead engagement with internal and external partners on the core project areas.

The post holder will be required to effectively manage their work independently, working to deadlines, dealing with challenges, shifting priorities and new opportunities in a flexible and positive way.

The post holder will be required to work in creative and innovative ways that explore possibilities to overcome local challenges.

The post holder will have budget holder responsibility for set projects.

**Qualification:**

* Degree level qualification or equivalent work experience in public health, health, health promotion or health project management

**Experience:**

* Working with high risk, vulnerable individuals and groups with disabilities. Experience responding to the specific needs and challenges of people with complex health issues
* Developing new and supporting existing partnerships with community groups and other strategic partners
* Designing and delivering health and sport projects for residents with long term medical conditions and disabilities
* Ability to analyse and collect data to improve health outcomes
* A proven track record of working in health behaviour change
* Ability to convey complex ideas and issues both verbally and in writing to senior managers, partners and elected representatives.

**Knowledge:**

* Wide range of knowledge of health promotion and inclusion strategies for vulnerable/ inactive groups residents , health policy and its impact on service delivery and opportunities
* Knowledge of need and barriers to participation including equalities issues
* Understanding of the Camden and London’s sport and physical activity landscape
* High level of creativity and ability to make decisions under pressure.

**The Camden Way** *In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.*

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

**1: Deliver for the people of Camden:**

Acts as a customer champion and empowers colleagues to focus on service priorities and delivers excellent customer service.

**2. Work as one team**

Develops ongoing partnerships and takes a flexible, transparent approach to meeting outcomes.

**3. Take pride in getting it right**

Aligns projects with Camden key strategies, sets clear measures of success. Plans for future activities six months - three years ahead.

**4. Find better ways**  
Sets and delivers challenging goals and takes a flexible approach to meeting outcomes.

**5. Take personal responsibility**

Creates an engaging environment where staff are empowered and support each other to take decisions.

For further information on the Camden Way please visit:

<http://www.togetherwearecamden.com/pages/discover-jobs-and-careers-in-camden/working-for-camden/>