

## **Job Profile Information: Strategic Partnerships and Resources Manager**

**This supplementary information for Strategic Partnerships and Resources Manager is for guidance and must be used in conjunction with the Job Capsule for Job Family Health and Community Job Level 5 Zone 1**

### **Camden Way Category 4**

**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:**

Lead the strategy for increasing participation in sport and physical activity at a population level to contribute to Camden's strategic vision – Camden 2025. Maximise priority outcomes for Camden citizens, including healthy and independent living, economic growth and access to employment, and a place that is safe, strong and open, and where everyone should be able to contribute to their community.

Performance manage the Council's 5 leisure centres (outsourced leisure management contract) with built assets worth over £200m, a customer base of circa 40,000 users and annual turnover of circa £11m.

Drive and achieve leisure centre service continuous improvement by the current service provider (GLL) according to Camden's vision for leisure centres and specific measures and targets, including inclusion and accessibility for inactive and underrepresented populations, outreach, marketing and communications and local labour strategies.

Directly support the high priority project for identifying and setting up the most advantageous future management arrangement for Camden's leisure centres. This entails an initial citizen and stakeholder research phase to guide the future form and function of the leisure centre service within a Camden 2025 context and a wider sport and physical activity system for health and wellbeing in Camden. Later phases include development of service and management models, and implementation of the approved arrangements in April 2020.

Maximise the effectiveness and measurable impact of the Pro-Active Camden (PAC) partnership through strategic leadership, collaborative working and inspiring and innovative thinking. PAC is Camden's strategic partnership for sport & physical activity. PAC comprises senior internal and external stakeholders and community leaders from the Health, VCS, Education, Culture, Transport and Social Care sectors. PAC's vision is Camden citizens being the most active in England within 5 years

Develop a new PAC partnership physical activity strategy (2018 – 25) and oversee and support implementation of the recommendations and performance manage delivery

Manage and develop the marketing and communications strategy for the entire SPA service.

**Example outcomes or objectives:**

- Strategic leadership and support of the PAC partnership to increase opportunities for positive health and wellbeing outcomes for Camden citizens through increased participation in sport and physical activity
- Continued growth in take up of Camden's leisure centres, especially Camden citizens and inactive and underrepresented populations in accordance with performance targets agreed with the service provider (GLL)
- Leisure centre membership demographic is representative of the Camden population demographic (proportional representation)
- Continued financial viability and profitability of Camden's leisure centres according to targets agreed with the service provider (GLL)
- Continual leisure centre service innovation and facility improvements according to changing customer needs, to maintain service quality and retain and grow customer volume and market share and increase financial performance for long term viability.
- A new leisure centre management arrangement (LCMA) is in place by April 2020. The role directly supports the programme management of this venture including an initial citizen and stakeholder research phase to guide the future form and function of the leisure centre service within a Camden 2025 context and a wider sport and physical activity system for health and wellbeing in Camden. Later phases include development of service and management models, and implementation of the approved arrangements in April 2020.
- The scope of the future LCMA meets the twin objectives of the most financially and strategically (social value) advantageous model and integral to the wider physical activity system for health and wellbeing and contributes to the Council's medium term financial strategy (MTFS). The role directly supports the programme management of this venture, including reorganisation of the SPA team (33 Fte's) in line with any required change in strategy and function
- A new PAC partnership strategy for physical activity is in place and formally adopted according to the agreed time scale
- The new PAC strategy is focused on making a major contribution to health and wellbeing improvement at a population level (specifically healthier weight and mental wellness), social inclusion, community safety and wider social value
- The SPA marketing and communications strategy for SPA and partnership services, will optimise brand recognition, communication channels and modes including digital, social media and community outreach, to maximise resident and visitor awareness and take up of the sport and physical activity offer in Camden.

- A Camden sport and physical activity perspective and expertise informs key strategic thinking and functions, including MTFs, Healthy Weight/Healthy Lives Partnership and Task Force, Health and Wellbeing Board, Planning Policy, Camden Can, VCS strategy, Children and Young People's Board, HS2, Place Shaping, CIP projects, London Sport, NHS England
- Financial management and budget holder accountabilities. Annual revenue budget of £1.1M

### **People Management Responsibilities:**

- Report to the Head of Sport and Physical Activity
- Direct line management of the Strategy, Partnerships and resources Team x 2 number staff
- Deputise for Head of Service managing 100 staff

### **Relationships:**

Liaison with council officers and senior management, Cabinet members, elected members; citizens and businesses including contractors and consultants and external stakeholders in the statutory and non-statutory sectors.

### **Work Environment:**

- The role will form an integral part of the Camden Sport and Physical Activity Service within the Supporting Communities Directorate. The post-holder may from time to time be required to contribute to other priority work streams within the Directorate
- The post-holder's principal work location is 5 Pancras Square, Kings Cross, London. The post-holder may work in other Council offices or remotely as needs and circumstances determine
- The post-holder has to be able to work flexibly across various work environments and be able to manage competing priorities and pressures of workload and will be subject to changing circumstances and demands.
- Will be required to engage with Camden's senior management and regularly attend meetings, including Cabinet Briefings.
- Primarily office based, but will be required to attend site visits / meetings as appropriate.
- The post holder will be required to work independently and be creative and innovative
- The job holder will contribute to decisions made with frequent external contacts and decisions on reports, best practice and development of the programme within given guidelines.

## **Technical Knowledge and Experience:**

- Qualification in Sport and Physical Activity, Programme Management, or a track record of managing complex high value programmes and successful delivery, in a public sector context
- A detailed understanding of the primary responsibilities and the key issues facing local government and in particular the legal and procurement issues relating to the public leisure centre sector
- Detailed knowledge of externalisation and other procurement strategies and models for public leisure centres
- Detailed understanding of public leisure centre's contribution to policy priorities and outcomes including health improvement; community resilience; employment, training and volunteering; economic growth; community cohesion, safety and crime reduction
- A rounded understanding of service delivery and efficiencies and the interaction with policy choices.
- Sound experience of partnership working, demonstrating:
  - The ability to work within the management and decision-making structures of the Council
  - The ability to build partnerships and to work within them to achieve the strategic objectives of the participating organisations
- Ability to lead negotiations at a high level and provide technical input to discussions with service providers and contractors
- Ability to express complex information accurately, clearly and concisely both orally and in writing.
- Evidence of continuing professional development, including seeking out and developing best practice and innovation and develop workable and innovative solutions in problem solving situations.
- Experience in contract management, prioritisation of works programmes, and delivering these within agreed constraints including ability to manage within contract and procurement procedures, conditions, specifications, tender evaluation, programme management and financial management policies and rules
- Proven ability to prioritise and work effectively, under pressure and within tight schedules and to develop workable and innovative solutions in problem solving situations.
- Experience in public consultation to understand citizen expectations and requirements according to a citizen lead approach to service design and management. This includes ability to work closely with elected members and leading public meetings and similar engagement activity
- Ability to implement and maintain support systems, including IT systems, necessary for the delivery of cost effective, high quality schemes and services.
- A proven ability to produce programme plans, risk assessments and resource plans
- Proven ability to work constructively across professional boundaries and sectors

## **Camden Way Five Ways of Working**

*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:

- Deliver for the people of Camden
- Work as one team
- Take pride in getting it right
- Find better ways
- Take personal responsibility

For further information on the Camden Way please visit by clicking [HERE](#)