**Job Capsule Supplementary Information: Information and Business Development Officer**

**This supplementary information for *[*Information and Business Development Officer] is for guidance and must be used in conjunction with the Job Capsule for Job Family Health and Community Job Zone Three Level One 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 is responsible for collating, analysing and sharing sport and physical activity data both internal and external to ensure a targeted approach to sport and physical activity in Camden that will lead to an increase in participation particularly amongst the inactive. Service planning in response to insight and data analysis will also be a key role purpose. This role will therefore have a business development function, looking for ways to adapt and improve service approach and delivery and identifies opportunities to work in partnership to achieve our objectives. This role will have a dedicated marketing and communications function to ensure as many residents know about our services and offer and that of our partners also.

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

* Improved system for collating and sharing information and data across the service and externally with partners and residents
* Responds to findings from surveys and other information sources around how we use and share data and intelligence both internally and externally to influence and help target our work and that of our partners.
* Develops and implements a marketing strategy and function to 'sell' and promote the service more to increase both sales and also levels of participants especially the inactive and hard to reach communities
* Manages Camden’s involvement with the Get Active London web portal
* Leads social media usage and innovations for the service.
* Key role in service planning and supporting officers with service improvements and changes based on evidence and hard data
* Manages the on-going operation, development and improvement of the new service–wide IT programme and system as needs determine
* Leads the service involvement and usage of corporate IT systems

**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, Referral / Rock Time, 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 both delivery and representative agencies or groups, 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:**

The work environment will be largely office based at 5 Pancras Square however; the needs of the role are such that offsite meetings with community and delivery partners and work area stakeholders will be a regular occurrence.

**Technical Knowledge and Experience:**

A relevant qualification or extensive relevant experience.

An in depth understanding of health inequality and how sport and physical activity can help to address it in the widest possible sense.

Experience of data collation, analysis and interpreting data into reportable outcomes and formulating service objectives

Understanding of IT systems and maximising their usage for service benefits and impact

Knowledge of data protection

Development and maintenance of strategic relationships and partnerships

Experience of managing marketing and communications campaigns and programmes

Developing interventions that address inactivity particularly amongst out most deprived community groups and those with complex health needs

Knowledge of need and barriers to participation including equalities issues

**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