



Chief Executive

Welcome

Dear candidate,

Thank you for your interest in becoming our new Chief Executive.

Living Sport is a charity that works with partners to improve health, happiness and wellbeing across Cambridgeshire & Peterborough by supporting people to be active. We are passionate about sport and physical activity and ensuring that everyone has access to opportunities to participate. As part of the national network of Active Partnerships significantly funded by Sport England from the National Lottery, we share the vision of a nation of more equal, inclusive, and connected communities.

This is an exciting time to join the organisation as our new Chief Executive – we are working closely with partners and stakeholders to provide support to the people and organisations on the ground that deliver, influence, and inspire others to be active. You will further mature the strategic direction of Living Sport and lead our organisation into the next phase of its evolution. We are looking for the right person to continue to shape the future direction of the organisation and make a real difference to the health and wellbeing of people in Cambridgeshire & Peterborough. This is an exciting opportunity for someone who wants to make a lasting difference and is open to working innovatively and collaboratively to drive Living Sport forward.

You are an inclusive, forward thinking, and innovative leader with direct experience of navigating complex organisations and exceptional leadership and advocacy skills. Agile and responsive, commercially, and financially astute, you will bring the skills and experience to grow our small yet impactful charity. You will have proven experience in increasing income, and we are looking to you to leverage strategic and multifaceted partnerships, in order to accelerate and expand our reach and impact.

We are looking to you for vision, growth and you will bring compassion, warmth and energy. You'll be someone who can quickly build trust and credibility across our team, our community and our wider stakeholders. Values driven; you will care deeply about what we do and the people we serve and will be driven, as we are, to radically change people's lives for the better.

We look forward to welcoming the next leader to this crucial post, and to identifying an individual who shares this commitment to our vision and goals. If this sounds like an exciting challenge, we'd love to hear from you.

Frazer Bennett
Chair of Trustees



Set up in 2006, Living Sport aims to improve the health, happiness and wellbeing of the people of Cambridgeshire and Peterborough by supporting them to be active. As one of 43 Active Partnerships in England – a network of independent organisations supported by Sport England with funding from the National Lottery – we share the vision of a nation of more equal, inclusive, and connected communities.

We work collaboratively with the public, private, community and voluntary sectors to create the conditions for more people to be active in whatever way works for them. We provide support to the people and organisations on the ground that deliver, influence, and inspire others to be active. And with our events programme, sponsorship opportunities and other workplace activity initiatives, we have an ambition to develop a sustainable funding model that will allow us to do even more.

Our aim is to make sure people live happier, healthier, and more fulfilled lives, maximising the role of movement, sport, and physical activity in achieving that.

You can read about the impact of our work in our [Annual Report 2021](#).

Our Strategic Aims

We have identified three key areas we will be targeting our work and impact – children and young people, health and place. Focussing on people and place is essential to addressing inequalities, and making the changes needed to create conditions for people to be active. We will amplify the voices of under-represented groups to understand their needs, and ensure their input in designing services for them.

Our Strategy for the period 2020-2025 aims to:

- Increase participation in sport and physical activity in targeted areas of identified need.
- Proportionally increase income and substantially increase beneficiary outcomes and reach
- Increase participation by older people, disabled people and those with long term health conditions in sport and physical activity.

Living Sport will do this by:

- Advocating and influencing local strategic agendas for sport and physical activity.
- Using insight and market research to improve the promotion of activity to engage a wider audience.
- Supporting organisations delivering activity to operate effectively, with a focus on developing their workforce.
- Achieving sustainable funding with partners to address our identified needs.

Our strategic aims will be reinforced by:

Our Key Principles

- Supporting people to be active.
- Using a targeted approach.
- Developing the organisation and becoming self-sufficient.

Our Values

- Passionate about what we do.
- Striving for excellence.
- Making a positive impact.
- Working collaboratively.

Job Description

Job Title:	Chief Executive
Reports to:	Chairperson, SID and the Board of Directors
Key relationships:	<p>Members of the board and senior leadership team; senior officers of Sport England and other national agencies within and outside of the physical activity sector; elected and non-elected government representatives.</p> <p>Accountable for Senior Leadership Team including Head of Finance and Strategic Leads, PA/ Office Manager.</p>

Role overview

To lead and manage the organisation with honesty, integrity, a sense of direction and purpose that inspires, empowers, and supports all staff. To maintain Living Sport's success in achieving its strategic priorities and sustainable business growth during a period of change. To be an advocate and ambassador for all sport and physical activity within the area promoting Living Sport in a way that builds reputation, credibility and visibility and supports the development of strong and successful partnerships.

Main responsibilities

- To support the development of the network of Living Sport in England so that they maximise their impact on creating the conditions for people to be active in their area.
- To influence national policies and strategies that are directly and indirectly related to physical activity.
- To strategically lead the direction and development of Living Sport in accordance with strategic plans and the ethos and vision of the organisation.
- To hold overall responsibility for the operational running of the organisation, ensuring the organisation meets statutory and regulatory responsibilities.
- Accountable for key engagement priorities, including strategic stakeholders nationally and locally, including the media.
- Ensure sound financial management of the approved budget in order that the organisation has the human, material, and financial resources to operate effectively and successfully.
- Lead the organisation in identifying and developing business opportunities which secure agreed levels of income from a range of sources to support the sustainability and managed growth of Living Sport.
- Maintain awareness and respond to risks and changes in the external environment and consider current and future opportunities and constraints devise strategies, policies and plans accordingly.
- Ensure good governance and compliance with all statutory and funder responsibilities and application of good practice and quality standards, especially Equality Standards for Sport and the UK Code for Sport Governance.
- Lead, develop and inspire a cohesive senior leadership team to manage and motivate staff and volunteers to achieve Living Sport strategic priorities and successfully deliver projects and objectives.
- Build an excellent working relationship with the Chair and the Directors and maintain an effective schedule of Board and Sub Committee meetings and full engagement of Directors in the business of the charity.
- Develop and maintaining effective relationships with national senior level decision makers.
- To be the accountable officer for funding received from Sport England and other sources.
- To ensure there are effective processes in place for evaluating the work of the charity and supporting the evaluation of the impact as a whole.

Person Specification

Knowledge & Experience

- Experience of operating at a senior strategic leadership level within a complex organisation, including demonstrable and practical experience of working as part of a Board to shape and set strategy.
- Organisational leadership and delivery experience that enables you to set the agenda, monitor deliverables and provide effective oversight.
- Significant experience in successfully building relationships and partnerships at senior levels, including successfully making significant collaborative funding applications.
- Strong track record of delivering high performance with good financial management and performance management experience, including sustaining and growing income generation.
- Experience of compliance and risk management.
- Can demonstrate a quality of thought disseminating data, insight and trends translating it into meaningful action and decision making.
- Understanding of system change and collaborative leadership, customer centric and asset-based community development approaches, and using people's lived experience to successfully link these theories in the planning and development and delivery of programmes.
- Experience of inspiring and maintaining a diverse, inclusive, modern, motivated and cohesive workforce.
- Shows skills in agile and adaptive working proving they can respond quickly, work flexibly and navigate through fast-paced, changing, complex and uncertain environments.
- Clear understanding of the Government Sport and Sport England Strategy and experience of managing relationships with Sport England, or other significant funders for the delivery of funding specifications and projects.

Skills & Abilities

- Ability to see the big picture and to lead and be responsible for all aspects of running an organisation including having good knowledge of financial management, people management, marketing and communication, and data and insight.
- Demonstrates an ability to work as a trusted partner and build strong, effective, and valued relationships across a wide range of people and organisations.
- Highly self-motivated to drive fundraising and partnership efforts to increase the financial resources at the disposal of the charity.
- Ability to influence policy and strategy on behalf of physical activity beyond the needs of any individual organisation.
- Strong leadership and emotional intelligence, with confidence to lead teams from their strengths and based on trust and instinct.
- Takes the initiative to identify, explore and secure additional resources, taking calculated risks and takes personal responsibility for making things happen and achieving desired results.
- Proficient in managing several projects and a range of people at once, prioritising and managing resources effectively, and information and communications to secure best outcomes.
- Able to develop and implement business development, challenges the status quo, demonstrating innovation and driving improvements in ways of working.
- A strong communicator who can provide inspiration for people and organisations with the ability to act as a figure-head for Living Sport, with strong negotiation and persuasion skills.
- Demonstrates a proven desire and ability to positively help foster a high performing, values-driven team culture.

Style & Behaviours

- Passionate about transforming lives through sport and physical activity and making active lives the social norm for everyone.
- Visibly values, lives, and promotes co-design and can bring people together to jointly create innovative ideas and practice.
- Natural collaborator and alliance-builder.
- A strong commitment to the values of Living Sport.

Terms of Appointment

Salary

The salary for this role is circa £65,000 per annum on a permanent full-time basis.

Location

Flexible and hybrid working options are available – please note that the postholder is required to spend most of their time based locally to enable them to carry out their role effectively.

Mileage will be paid as a car is needed given the geography.

Annual leave

30 days annual leave.

Pension

5% contribution.



How to apply

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Joëlle Prins on Joelle.prins@starfishsearch.com and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/jobs/living-sport-ce/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date:

Friday 17th June 2022

Preliminary interviews with Starfish:

w/c 4th July 2022

Interviews with Living Sport:

w/c 18th July 2022

