**JOB DESCRIPTION**

**Sports Development Manager**

**Feb’22**

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| **Department:** | **Sports Development** | **Reports to:** | **Operations Director** |

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| **BACKGROUND** |
| We want enthusiastic and energetic people who will create a great experience for our customers and share the following values. Edinburgh Leisure **makes a positive difference** by: **welcoming** all,each one of us **caring** about what we do,being **passionate** about how we do it,and feeling **proud** of what we achieve |

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| **JOB PURPOSE** |
| To lead EL’s strategic approach to Sports Development to increase participation and income, as well as improve the customer experience. |

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| **KEY RESULT AREAS** |
| **Key Responsibility** | **Expected time (%)** |
| 1. **Leadership:** Lead, develop and support your team to achieve their objectives and perform well in their roles. Use all available resources within EL to deliver key areas of work, as well as influence key partners, to influence the future direction of sport in the city.
* Provide line management to direct reports and create personal development plans to ensure your team are consistently delivering and improving the customer experience.
* Create a sports strategy for EL with clear vision and goals for priority sports.
* Lead Citywide Programming for coaching, extended lets and programmed activities.
* Influence Heads, Venue Managers and Support Service Teams to ensure the successful delivery of the sports development programmes and initiatives.
 | 30% |
| 1. **Partnerships:** Build relationships with external partners including City of Edinburgh Council (CEC), Sportscotland, Governing Bodies and ClubSport organisations to maximise opportunities for collaboration work.
* Positively represent Edinburgh Leisure’s sports agenda at partner meetings.
* Manage the relationship with key partners and create appropriate Service Level Agreements which meets both partners needs.
* Influence, drive and negotiate areas of work with key partners.
* Lead the partnership working with priority sports clubs including the principles around club let allocations.
* Liaise with key partners and EL’s Funding Team to attract external funding to support participation pathways or sport specific initiatives.
* Optimise opportunities to position EL as the ‘go to’ organisation for sports development programmes and initiatives.
 | 40% |
| 1. **Coaching Programme:** Lead the strategic direction of coaching in EL to continually grow and improve.
* Lead the Coaching Board to create and deliver the vision for sports coaching through agreed objectives.
* Lead the analysis of citywide coaching performance for finance, staff resources and consistency of standards across EL.
* Conduct external benchmarking and ensure EL follows industry best practice and leads on high standards.
* Work with colleagues to research new products to attract and retain coaching customers. Create business cases as appropriate.
* Lead the development of policies, processes, and procedures to ensure a quality customer experience.
 | 20% |
| 1. **Customer Service:** Lead the calendar of customer satisfaction surveys and actions to continual improve customer satisfaction and improving the customer journey.
* Analyse trends in customer feedback and action through others as required.
* Set the standards for coaching and create consistency of systems to monitor citywide.
 | 10% |

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| **RESPONSIBILITY FOR RESOURCES** |
| **Responsibility for staff:** | Directly line manages ‘Coaching Workforce Manager’ and ‘Coaching Programme Manager’ who oversee sports development officers and sport specific education specialists. 2 direct reports.Indirect responsibility for standards across all coaches and teachers in the sports programmes. |
| **Responsibility for finance and level of financial control:** | Directly responsible for the sports development budget including external funding (£<114k). Accountable for budget forecast and analysing spend, as well as producing appropriate reports for funding partners. Responsible for influencing venue budgets in line with citywide objectives. |
| **Responsibility for Physical Resource:** | Office equipment including laptop, mobile phone and department credit card (<£3k). Authorises high spend when required for sport specific programmes aligned with funding agreements or business cases including training courses, equipment etc.  |
| **Responsibility for Data and Information:** | Access to business sensitive information, performance, pricing, product development and customer medical records. Responsible for employee and funding data. Responsible for handing confidential information in a safe and secure manner. |

**GUIDELINES AND EXPECTATIONS**

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| **Authorities & Limitations** |
| * Responsible for leading the development and successful delivery of wet and dry coaching and sports development programmes, setting strategic direction and making appropriate decisions to drive service improvements.
* As subject matter expert, you will influence decision making within the organisation, informing colleagues and partners as to why we should adopt best course of action.
* You are accountable for the delivery of a number of sports development projects and will be expected to make decisions as to how they are achieved. You will influence the work of project groups and monitor and evaluate progress and outcomes.
* You will influence others to adopt and implement standards across our coaching programmes, including coaching qualifications, CPD etc.
* You are accountable for ensuring that Service Level Agreements, Legal Contracts and/or Funding Agreements are adhered to.
* Responsible for the creation, management, and delivery of the annual Sports Development workplan.
* Responsible for the Sports Development Team, working closely with wider colleagues on continuous improvement.
* Responsible for managing relationships with EL colleagues and external partners, ensuring successful delivery of our agreed plans.
* Influence colleagues at all levels to support the delivery of the Sports Development plan.
* Leads the development of policies, processes and procedures to ensure a quality customer experience.
* Responsible for managing resources within the Sports Development team to meet the needs of the service and make business cases for any changes to resources.
* Responsible for managing your own workload and that of the team by working through others and ensuring effective delegation to achieve specific objectives and goals.
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| **Communication & Representing The Organisation** |
| * Work with EL colleagues and external partners to deliver programmes and initiatives as set out in the EL sports development strategy.
* Influence partners and senior colleagues on the best course of action for EL and the City to ensure sport is accessible to all.
* Contribute positively to politically sensitive discussions in a professional and competent manner.
* Communicate and work with a wide range of external partners to ensure EL is positively represented in local, regionally, and national forums.
* Positively influence and negotiate with EL venue managers to secure programme space for growth of coaching programmes and initiatives.
* Create plans and work with marketing to promote our citywide programmes to maximise income, usage and retention.
* Review management information and statistics, identify trends and opportunities and recommend proactive solutions to specific challenges.
* Lead and facilitate a diverse range of internal meeting forums (incl Coaching Board) to meet the needs of programme objectives.
* Participate in a diverse range of external meetings with key partners (incl Sports Partnership Meetings, ClubSport and Governing Body forums).
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| **Safeguarding Our Customers** |
| * As a leader of the Sports Development Team, you are responsible for the health, safety and wellbeing of staff and indirectly to customers within our Sports Development programmes.
* Ensure sensitive customer data is dealt with in accordance with data protection legislation.
* Don’t interfere with any equipment designed to preserve life. Take action to fix or report any potential hazard.
* You are expected to understand and fulfil your role (following training) in:
	+ Edinburgh Leisure’s Health and Safety policy
	+ Edinburgh Leisure’s Child Protection policy
	+ Oversee EL’s Emergency Action Plans (EAP)
	+ Oversee EL’s Normal Operating Plans (NOP)
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| **Problem Solving** |
| * Lead the delivery of Sports Development priorities and be responsible for the creation of a longer-term strategy, with supporting annual plans in place.
* Ensure that political sensitivities are considered, especially when delivering externally funded projects or programmes.
* Monitor and evaluate all aspects of performance within the department and make recommendations on how best to improve performance.
* Analyse research and present findings to inform future decisions.
* Provide advice to managers to ensure coaching programmes are structured, consistent and delivered to maximise usage and participation and quality customer experience.
* Balance the competing demands and expectations of customers and partners with the constraints of resources, in line with our organisational values.
* Analyse complex information, including income and usage reports, to identify potential issues and determine potential solutions.
* Take a logical and planned approach to problem solving so that you can be responsive to change and resolve issues or concerns easily. You need to use your expertise and judgement to resolve any issues.
* Resolve and deal with complex customer complaints in a timely manner.
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| **Impact On Organisation** |
| This post is expected to have a high profile amongst all Management Teams and representing the organisation to the highest standard with key external and funding partners. Needs to role model the values of the organisation, forming positive and effective working relationships to ensure the successful, cost-efficient delivery of coaching and sports development programmes. |

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| **JOB DEMANDS** |
| **Physical** | This is an office-based role, with regular meetings throughout Edinburgh with occasion need to travel for partner meetings further afield.  |
| **Mental** | This role plans and leads on high income generating programmes, and needs to balance a number of competing priorities, meet deadlines and react and respond to situations that arise. This role is expected to achieve this whilst supporting team members to do the same.  |
| **Emotional** | This role is required to deal with a number of internal colleagues, customers and sporting partners. A high level of emotional intelligence and resilience is required, particularly when dealing with competing priorities or points of view.  |
| **Environmental** | You will be based in a busy, open plan, office. You will be required to visit venues throughout Edinburgh on a regular basis. |

**PERSON SPECIFICATION**

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| **Qualifications and Attainments** |
| **Essential** | **Desirable** |
| Degree level or equivalent level of qualification. Substantial experience of successful delivery in sports development (6-8yrs). Significant experience of line managing others.Experience of working with National Governing bodies, industry research and key stakeholders. Experience of contributing to Sports Development Strategies and corporate plans. Experience of writing and delivering sports specific development plans. | Further sports development qualifications, evidenced by:* CPD records
* Professional Membership or affiliation to a relevant sports development body

UKCC Sports coaching qualification |
| Substantial knowledge and expertise of sports development principles, coaching theory and practices.Knowledge of industry best practice and legislative requirements, and evidence of enforcing this within an organisation.Able to deliver citywide programmes or projects evidencing success in: * Leading teams
* Planning and managing multiple work streams
* Project management
* Delivery of funded programmes or initiatives
* Partnership working
* Measuring and evaluating impact
* Effective influencing and negotiation skills

Ability to seek, analyse and write reports with recommendations based on industry insights.Evidence of developing and implementing new products and/or services.Good IT literacy and evidence of working successfully with computerised referral systems.Able to understand and interpret financial and other business-related performance information.  Evidence of successful budget management, including managing external funding.  Understand the role and purpose of the development function and has the ability to engage others in the power of sport.    Effective communication skills, both oral and written, including producing reports, preparing, organising and delivering presentations and taking a leading role in meetings and discussions. | Have established professional networks, that they use to influence the industry and to ensure that EL are up to date.Ability to influence and drive change with partners in the sports development landscape.Clear ability to provide sports development and coaching expertise for corporate projects. |
| [**ESSENTIALS**](https://edinburghleisure.sharepoint.com/%3Ab%3A/s/humanresources/Ef2XGYbtPCRPplnLfvnjToUBa96ZJ65iqq7L0hmKpoSRNg?e=DifCnT)Behaviour Standards | Leadership by MANAGER & EVERYONE |

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| **DISCLOSURE/PVG REQUIREMENTS** |
| Basic Level Disclosure |

**I have read and understand this job description and I am clear about what is expected of me in this job.**