

## JOB DESCRIPTION

<b>Evaluation Date</b>	
<b>Grade</b>	<b>8</b>

<b>Job Title:</b>	<b>Community Development Officer</b>	<b>Reports to:</b>	<b>Community Development Manager</b>
<b>Department:</b>	<b>Active Communities</b>	<b>Location:</b>	<b>Venue/Vantage Point</b>
<b>Work Pattern:</b>	<b>Full Time</b>	<b>Contract Status:</b>	<b>Permanent</b>

### 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

### JOB PURPOSE

To identify and remove barriers that prevent people from being active and ensure the right range of programmes and services are in place to meet the needs of specific equalities groups.

You will work with local communities and EL facility teams within a defined locality area, planning and influencing physical activity programmes which enable inactive people to get active with Edinburgh Leisure.

<b>KEY RESULT AREAS</b>	
<b>Key Responsibility</b>	<b>Expected time spent (%)</b>
<p>1. You will be responsible for developing and delivering a range of projects (agreed with your line manager) which encourage an increase in physical activity by key target groups.</p> <ul style="list-style-type: none"> <li>a. Design and develop physical activity interventions</li> <li>b. Develop and deliver project plans meeting agreed aims and objectives</li> <li>c. Develop exit strategies which enable people to remain active</li> <li>d. Develop concepts for business cases and support the development of funding applications</li> <li>e. Manage budgets and project future expenditure</li> </ul>	30%
<p>2. Using your specialist knowledge and expertise you will develop organisational understanding of the needs of your target audience, to enable you to:</p> <ul style="list-style-type: none"> <li>a. Research, develop and introduce a range of physical activity programmes that will attract, encourage and enable key target groups to become active throughout Edinburgh</li> <li>b. Make recommendations for policy changes, guidance for operational procedures, pricing and promotion of new and existing services</li> <li>c. Influence marketing activities to maximise participation</li> </ul>	30%
<p>3. Working within a distinct locality area you will develop relationships with key community partners (e.g. CEC, Voluntary Sector) to raise awareness of the work we do and ensure a joined up approach to physical activity. This will include:</p> <ul style="list-style-type: none"> <li>a. Representing EL at locality leadership meetings to ensure information is shared and priorities identified</li> <li>b. Profile our programmes and services to raise awareness and position EL as the go to provider of physical activity</li> <li>c. Support a range of locality community engagement activities to encourage people to be active</li> </ul>	20%
<p>4. Record, monitor and evaluate programme performance to demonstrate the impact of projects on the lives of participants. Through the use of:</p> <ul style="list-style-type: none"> <li>a. The Active Communities evaluation framework</li> <li>b. Evaluation reports to inform key stakeholders</li> <li>c. Creative methods to demonstrate impact (e.g. Case Studies, Films)</li> </ul>	20%

<b>RESPONSIBILITY FOR RESOURCES</b>	
<b>Responsibility for staff:</b>	Nil
<b>Salary bill for all staff reporting:</b>	Nil
<b>Responsibility for finance and level of financial control:</b>	Responsibility for monitoring and reporting on project delivery budget (<£20k).
<b>Responsibility for Physical Resource:</b>	Make recommendations for equipment purchase as is necessary to deliver projects and activities. Driving EL van. Organise appropriate staffing in place to deliver projects (e.g. coaches).
<b>Responsibility for Data and Information:</b>	Responsible for overseeing the management, monitoring and analysis of all data related to relevant Active Communities projects and programmes including customer records. Responsible for handing confidential information in a safe and secure manner.

## **GUIDELINES AND EXPECTATIONS**

<b>Authorities &amp; Limitations</b>
<ul style="list-style-type: none"> <li>• You are responsible for the management and delivery of a number of projects and will be expected to make appropriate decisions.</li> <li>• Develop and deliver a range of targeted activity programmes for specific equalities groups.</li> <li>• You will advise managers on how best to engage with these target groups and develop sustainable programmes in their venue.</li> <li>• You will be responsible for finding the appropriate resources to meet the needs of your project(s).</li> <li>• You will use your specialist knowledge and expertise to influence others.</li> <li>• You will know when to involve others in key decision making and share information appropriately so resources are best utilised.</li> <li>• You will contribute to corporate project teams, influencing the work they undertake and the achievement of project outcomes.</li> <li>• You will be expected to inform others, share your knowledge and promote and encourage good practice throughout the organisation.</li> <li>• You have the responsibility for managing your own workload to achieve the goals agreed by your line manager. You will be expected to keep your line manager informed during regular review meetings.</li> <li>• You are responsible for maintaining your ongoing CPD required for your role.</li> </ul>

## Communication & Representing The Organisation

- Confidently express your opinion, articulate your vision and share proposals for programme development to a range of audiences.
- You may be required to deliver training.
- Provide regular performance feedback to a range of stakeholders.
- Take a proactive approach leading communication with internal and external stakeholders.
- Lead, facilitate and represent EL positively at various forums seeking opportunities to share best practice, programme development etc.
- You will be required to share information in a variety of different formats (e.g. presentations, report writing).
- Communicate the impact of our work through success stories and case studies.
- Develop and maintain a network of strategic partnerships.
- Ensure all public communications are appropriate and accessible for your target audience (e.g. translations, accessible formats)

## Safeguarding Our Customers

Take an active role in your safety, and the safety of your team, and your customers. Don't interfere with any equipment designed to preserve life. Take action to fix or report any potential hazard.

You must understand and fulfil your role (following training) in:

- Edinburgh Leisure's Health and Safety policy
- Edinburgh Leisure's Child Protection policy
- Your venue's Emergency Action Plan (EAP)
- Your venue's Normal Operating Plan (NOP)

Understand the H&S obligations of various sports activity and ensure Edinburgh Leisure is fully compliant to mitigate any associated risk. You are expected to operate within and meet the needs of the Equalities Act.

## Problem Solving

- You will identify barriers that prevent people from being active and make recommendations how to overcome these.
- You may have multiple projects or areas of work running in tandem, you will be expected to manage these to standard within identified timescales. You will have the support of your manager to help prioritise if required.
- Monitor and evaluate all aspects of performance within our programmes and make recommendations on how best to improve performance by consulting with customers, colleagues and partners.
- Request research on non-user and user groups and evaluate findings to inform programming decisions.
- Analyse and prepare accurate programme performance reports, report on Key Performance Indicators (KPIs) and make recommendations on outcomes.
- Review, analyse and develop resources to ensure optimum city wide service delivery, identify gaps and opportunities to develop programmes.

<b>Impact On Organization</b>
By enabling the inactive to get active you will improve lives and health and wellbeing. You will support some of the hardest to reach and vulnerable people in the city to get active, resulting in improved health, better social interaction, less reliance on public services.

<b>JOB DEMANDS</b>	
<b>Physical</b>	You will be predominately office based with regular meetings or visits at other EL facilities and community venues. You will be required to set up equipment for events and take part in activities on an occasional basis.
<b>Mental</b>	You are expected to lead and facilitate a number of project and meeting forums. Therefore, the need to respond in a positive effective way is essential. You are expected to multi task and prioritise your workload effectively to meet the needs of the programme and internal customers. You will be required to deliver the business plan. You will be expected to participate fully in team activities or projects.
<b>Emotional</b>	You are expected to always act in a professional manner; you may be faced with challenging situations and will need to be able to deal with these appropriately.
<b>Environmental</b>	You will be required to work at head office and Edinburgh Leisure facilities.

## PERSON SPECIFICATION

Factor	Essential	Desirable
<b>Qualifications and Attainments:</b>	A recognised degree with at least 3 years' work experience in a physical activity, health or community development background.	Degree in a field related to physical activity, health, community development or education  Public Health Qualifications such as Health and Community Development  Sports Coaching Qualifications  First Aid Qualification
<b>Knowledge and Experience:</b>	<b>Knowledge:</b> You should be able to demonstrate and evidence an understanding of core principles of physical activity, health or community development.  <b>Experience:</b> Working with community groups to promote physical activity.  Proven track record of achievement in delivering physical	Experience of delivery within sporting pathways, health and/or nutrition  Ability to work successfully with a diverse group of partners, internally and externally.

	activity programmes to specific equalities groups  Effective partnership working	Proven track record of effective project and partnership management  Experience of monitoring and evaluating community development projects
<b>Additional Requirements (e.g. competencies):</b>	Refer to the Essentials framework.	

<b>DISCLOSURE/PVG REQUIREMENTS</b>
<b><u>PVG</u></b>

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

**Signed .....**

**Date .....**