



MALDON
DISTRICT COUNCIL

**Active Living and Leisure Officer
(Part 1 – Job Description)
(2629SI)**



Job Title	Active Living and Leisure Officer
Service Area	Strategy and Improvement
Grade	J
Job Reference	2629SI

Reporting to	Responsible for
Head of Health Integration & Wellbeing	None

Team Purpose
<ul style="list-style-type: none"> • The team provides strategic leadership and coordination across public health, community wellbeing, sports development and physical activity, ensuring services and partnerships are aligned to improve health outcomes and reduce inequalities across the district. • Working closely with NHS, voluntary, education and community partners, the team strengthens local system alignment, supports community-based prevention, and enables residents to lead active, healthy and connected lives. • The team oversees the effective management and development of the Council's leisure services and wider wellbeing programmes, ensuring they are inclusive, insight-led, financially sound and environmentally responsible. • Through strong collaboration, governance, performance assurance and continuous improvement, the team delivers high-quality, accessible services that support resilient communities and contribute to the Council's strategic priorities.

Role Purpose
<ul style="list-style-type: none"> • To provide strategic leadership and professional expertise for the Council's leisure contract, ensuring services are high-performing, inclusive and aligned to the Council's vision for improved health, wellbeing and community participation. • Ensure compliance with all contractual, statutory and governance requirements, providing assurance that leisure services are safe, financially sound, environmentally responsible, and continuously improving. • To enable the delivery of a strengthened community-based prevention approach by working closely with NHS, public health, voluntary and locality partners to position leisure as a key contributor to reducing inequalities and improving population health.



- Ensure and develop strong partnerships, communication and behaviour-change approaches that promote active lifestyles, broaden engagement and support positive outcomes for residents across diverse communities.
- Ensure that enquiries, complaints and service issues are managed effectively, demonstrating a strong customer focus and ensuring learning is built into future service planning.
- Effectively manage contract performance, risk, benchmarking, financial monitoring and asset-related activities, ensuring services support the Council's wider priorities, including its carbon-neutral commitments.
- Be a role model for the service, demonstrating authenticity, integrity, resilience and compassion, and promoting a culture of communication, learning, wellbeing and collaboration.

Key Accountabilities

Partnerships, Stakeholders & Strategic Alignment

- Represent the Council at key strategic groups including the Essex Future of Leisure Board, One Maldon District Partnership, Maldon District Livewell Partnership, and the Mid Essex Alliance, ensuring leisure services contribute to shared systemwide priorities.
- Build and maintain strong strategic and operational partnerships across the health, community, education, sports and voluntary sectors to improve resident access, participation and wellbeing outcomes.
- Maintain effective working relationships with elected Members, providing balanced and timely advice, preparing reports and briefings, and attending Committees, Scrutiny and Member working groups as required.
- Represent the Council at local, regional and sector forums to ensure services remain aligned to best practice, innovation and emerging opportunities.

Health Integration & Community Prevention

- Ensure the leisure contract contributes effectively to the Council's strengthened focus on community-based prevention, working closely with NHS, public health, voluntary and locality partners to shape how leisure services support wider prevention ambitions.
- Develop opportunities with the leisure operator and health partners to expand activity-based pathways, social prescribing links and community outreach programmes that prevent long-term conditions, support mental wellbeing and reduce social isolation.
- Use population health insight, locality intelligence and community feedback to design targeted initiatives for priority and underserved groups, tackling barriers to participation and reducing health inequalities.
- Work with the leisure operator and communications teams to develop effective marketing and behaviour-change campaigns that promote active lifestyles, broaden engagement across diverse communities and encourage increased participation in leisure and wellbeing activities.



- Support the piloting, evaluation and development of innovative prevention-focused programmes, securing external funding where appropriate and embedding learning into future service planning.
- Champion equality, diversity and inclusion, ensuring leisure services address barriers and meet the needs of all communities.

Contractual Management, Governance & Assurance

- Lead day-to-day contract management, monitoring performance against KPIs, service standards and improvement plans, and escalating significant issues where required.
- Support effective budget monitoring, value for money assessment and financial reporting, ensuring alignment with Council priorities.
- Work collaboratively with property and estates colleagues and the leisure operator to ensure facilities are safe, compliant, maintained and aligned with lifecycle and capital investment plans.
- Maintain effective governance arrangements including risk management, statutory compliance, safeguarding, health & safety and performance assurance, ensuring robust oversight of the leisure contract and associated programmes.
- Support the Council’s carbon-neutral ambitions by identifying and promoting opportunities to improve energy efficiency, reduce emissions and strengthen environmental sustainability within leisure services and facilities.
- Support the leisure operator and communications teams with communications, marketing and engagement, and stimulating a positive reputation with media channels.
- Prepare accurate and insightful reports, dashboards and briefings for senior officers, Members and governance boards, ensuring decisions are supported by clear evidence and analysis.
- Lead benchmarking across the leisure sector, using performance, financial and customer insight data to drive service improvements and inform contract discussions, investment decisions and programme development.
- Support organisational change processes — including local government reorganisation — by providing specialist leisure insight, contributing to consultation activity and ensuring continuity of service planning and delivery.
- Contribute to procurement planning, contract variations and commissioning activity in line with the Council’s procurement and governance frameworks.

Ways of Working

Collaborative working

Demonstrate self-awareness and an understanding of the values of others to build effective working relationships.

Develop and maintain relationships with both internal and external customers, interacting through multiple channels.



Ways of Working	
Customer Service	Playing a leading role in championing the customer and a customer focussed approach to service delivery.
Supporting corporate projects	Provide input to service specific projects. Input to and implement strategies, policies, service and financial plans, to ensure statutory and corporate targets are met and provide best value for the council.
Performance	Ensuring a focus on team performance. Provide staff with positive leadership, guidance, coaching, direction, and motivation that harnesses the strengths and talents of individuals, achieves their maximum contribution to the organisation and promotes their personal development.
Budget management	Ensure the service budget is managed in accordance with legislation, Council policy and good practice, enabling best value for money for the Council.



(Part 2 – Person Specification)

Qualifications

- Degree or relevant professional qualification in a related field such as leisure management, public health, community development, contract management, business administration, data/insight, or an equivalent discipline; or extensive relevant experience demonstrating the required level of knowledge and expertise.
- Management or professional qualification (e.g., ILM, CIMSPA, PRINCE2/Project Management, Contract Management, or equivalent) or ability to demonstrate strong relevant experience at an equivalent level.
- Evidence of Continuous Professional Development (CPD) relevant to the role, demonstrating a commitment to maintaining up-to-date knowledge in areas such as partnership working, health and wellbeing, community engagement, contract and performance management, safeguarding, or data and insight.

Knowledge, Experience, Skills and Ability

Knowledge

- Understanding of the governance arrangements for the service and the council.
- Working knowledge of legislation and developments in specialist area.
- Excellent understanding of good customer service.
- Continuous improvement and business process redesign incorporating the principles of asset-based community development.
- Acute political sensitivity with the ability to work positively with Councillors.
- Commercial and financial acumen.
- An analytical approach to solving complex situations or problems.

Experience

- Significant experience of management, leading and ensuring professional practice and high standards of customer delivery, balancing strategic support and practical operational management.
- Experience of effective staff management which is compliant with HR policy and process.
- Experience of managing and influencing internal and external stakeholders at all levels.
- Experience of the working in the Public Sector or demonstrable knowledge of Local Authority regulation and governance arrangements.
- Experience of process improvement ensuring all processes are fit for purpose meeting customer need.
- Effective communication with stakeholders including internal and external customers, senior officers and Members enabling delivery of the role of trusted adviser.



Knowledge, Experience, Skills and Ability

- Financial and commercial acumen with experience of managing budgets and resource management to ensure effectiveness and efficiency.
- Evidence of cultivating and delivering a high performance, collaborative and inclusive culture, which delivers outstanding outcomes.

Skills and Ability

- Proven ability to manage staff in a hybrid working environment including setting clear targets and objectives and proactively managing workflow, priorities and performance.
- Able to effectively manage own changing priorities in a fast-paced environment and plan workload to ensure deadlines are met.
- Demonstrate excellent timekeeping and management of Outlook 365 emails and calendar appointments.
- Sound organisational skills to ensure effective management of electronic and other information including diary management to ensure openness, setting an appropriate standard for the team.
- Confident using technology and Microsoft applications (e.g. Office 365, Word, Excel, PowerPoint) and service specific systems (i.e. GIS, Uniform, Academy etc.)
- Developed and effective verbal and written communication skills including providing compelling and factual reports, communications, and business cases.
- Ability to identify risks and manage competing priorities for self and team.
- Confident presenting skills to a wide range of stakeholders and remaining professional and composed under pressure.

Special Requirements

Emergency Planning	A requirement of this role will be to attend emergency planning training. The role holder will be required to support the Council's emergency planning response.
Election Duties	This post will, on occasion and with reasonable notice, be expected to assist with election duties as required and this will include working unsociable hours.
Political Restrictions	This role is not politically restricted.
Disclosure Barring Scheme	This role requires a basic DBS being undertaken prior to any contract of employment being offered. This will need to be re-checked every three years.



Standard Terms	<ol style="list-style-type: none"> 1. To comply with appropriate legislation, service and council policies. 2. All employees have responsibility under the Health and Safety at Work, etc. Act 1974. These responsibilities are laid out in the council's health and safety policy and procedures. 3. To support and be committed to the council's policy on safeguarding and promoting the welfare of vulnerable groups including, young children and adults and expects all staff and volunteers to share this commitment. 4. To support the council's equalities and diversity policies. 5. To operate within the council's IT policies and data protection rules and regulations. 6. To operate within the council's financial regulations. 7. Manage budgets and resources ensuring that they are deployed effectively with robust internal controls and compliance with relevant regulations, policies and guidelines. 8. To participate in internal committees and departmental working parties to ensure continuous improvement as required. 9. Any other reasonable duties as may be required from time to time
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Competency Framework

Central to the delivery of the role are the council's values and behaviours and all employees are expected to work within the council's Competency Framework. These are shared by all employees and applied to everything we do. The points for each competency are shown below:

Maldon behaviours [competencies]:	
Core Competencies - All Workforce	
Communicating	Expressing information in the best way and timescales that ensure clarity and understanding and responding in the most appropriate manner.
Managing and Leading People	Providing direction and support to those we work with to ensure service excellence.
Customer Focus	Taking into account customer needs, striving to meet them and providing the best service to our customers and colleagues.
Planning and Managing Work	Planning and managing work to meet individual, team and service objectives whilst achieving quality and value for money.
Analysis and Problem Solving	Assessing and interpreting information in order to support work activities, identify issues and aid problem solving.
Initiative and Decision Making	Taking the right action, based on what we know and being responsible for what happens.
Developing Self	Committed to developing own skills, knowledge and abilities to enhance capability.

All employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably



correspond to the general character of their role and their level of responsibility. All employees are required to be flexible to undertake out of hours work as required, meetings outside office hours will be routine and officers will be expected to attend. This job description will be supplemented and further defined by annual objectives which will be developed in conjunction with the postholder.

This job description will be subject to regular review and the council reserves the right to amend or add to the details.

Key Policies

We are an equal opportunities employer and therefore all staff are expected to comply with our equality policies and help create a work environment in which everyone is treated with dignity, respect, courtesy and fairness. You are also expected to fully comply with health and safety policies and procedures in force to help maintain and develop a safe working environment. In pursuing a practice of continuous improvement and seeking to obtain best value in all aspects of the service, staff will be expected to assist in other such duties as may be allocated for the benefit of the organisation and their own personal development. Staff will be expected to assist if the council has to deal with the results of a civil emergency.

Signed (Job Holder):		Date:
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