



Job Description

Service:	One Leisure
Job title:	Activities Manager
Grade:	H
Hours of work:	37 hours per week
Responsible to:	Business & Operations Manager
Responsible for	
Direct reports:	1 FTE
Indirect reports:	10-20
Budget:	£3m

Purpose of Post:

To coordinate, implement and grow the programme of activities & live members across the One Leisure facilities. This will include but not limited to, health and fitness & sales, swimming lessons, junior activities, holiday programmes, group exercise, personal training, racquet sports and any existing and new adult and children's activities. Be the innovator for existing activities and new trends and set a forward plan that will make more people, more active, more often and thus supports commercial sustainability.

1. Manage and review all activities within the One Leisure facilities to maximise usage and revenue and demonstrate year on year growth. Be fully responsible for the existing programme and implement new activities ensuring they are comprehensive and compatible with all aspects of the wider One Leisure programme
2. Manage existing programme and implement new activities that will increase participation within the leisure centres and show year on year growth
3. Introduce a children's holiday programme across all One Leisure sites. Liaise with the Head of Leisure and Business & Operations Manager to propose the product, design, branding, recruitment and operational delivery and launch



4. Drive the One Leisure learn to swim programme. Review the occupancy levels and opportunity for growth. Introduce monitoring and feedback to General Managers. Set individual growth targets and KPI's for each centre.
5. Engage with the Council's Active Health team to establish pathways into the leisure centre activities such as but not limited to swimming, racquets, and group exercise.
6. Review the global group exercise programme, understand occupancy, availability, and balance of genre of classes. Ensure they are compatible with wider leisure centre activities. Ensure class ratio to members is not exceeded. Implement trends analysis of class performance, replacing or removing low attended classes.
7. Review and propose growth opportunities for junior and adult racquets sports across the district leisure centres. Focus on summer tennis camps and programmes. Look at new trends such a paddle and pickleball and propose introduction and launch into the One Leisure programme of activities. Work with NGB's to gain publicity and support for training and or courses.
8. Review One Leisure St Ives indoor/outdoor programme and propose strategy for increasing usage of the facilities during off peak hours.
9. Review One Leisure personal training and present options for changes to the offer that maximises revenue and minimises expenditure.
10. To oversee and deliver the daily, weekly, and monthly health & fitness sales performance across the One Leisure centres.
11. Set individual centre sales targets based on the annual financial budgets
12. Implement and oversee a sales system that will highlight performance against targets by centre.
13. Hold weekly sales review meeting with General Managers; creating daily and weekly actions and focus
14. Develop, propose, and implement a Council wide annual sports day to be launched in 2024 and create into an ongoing annual corporate staff and family fun day helping with staff engagement.
15. Take responsibility for staff and customer welfare and ensure that strict adherence to Health and Safety guidelines and regulations and all licensing



legislation are maintained. Promote good industrial relations and staff motivation.

16. Manage recruitment, selection, interview, appointment, and induction of all new staff within HDC recruitment policy and procedures. Manage staff patterns for full and part-time contracted staff within a budgetary framework and responsibility areas.
17. Work with the Business and Operations Manager and Head of Leisure to develop the annual One Leisure business strategy. In addition, deliver a separate annual service plan for the responsibility area. Control delegated budgets and be responsible for maximising financial performance of those budgets and reporting quarterly performance.
18. Contribute to the One Leisure service of Huntingdonshire District Council and the promotion of a positive image of Huntingdonshire within the Centre's catchment and beyond.
19. HDC is committed to safeguarding and promoting the welfare of vulnerable people including children and expects all staff to share this commitment.
20. To undertake any other duties as may reasonably be required at any One Leisure site and have means of or access to transportation.

This job description is intended only as a guide to the range of duties involved. The post holder will need to be flexible and adaptable in order to respond to other duties that may be required from time to time and the changes and developments within HDC. This post will be required to take part in Emergency Planning; and to be part of the emergency on call response rota.

Knowledge and Qualifications

The minimum knowledge required to undertake this role and any qualifications or training essential for the role


(E) Essential

(D) Desirable

- Educated to Degree level or equivalent (E)
- Extensive knowledge of core leisure centre programming and activities (E)
- Experience of Local Authority Leisure Centres at management level (E)
- Experience of managing a sales system & setting sales targets related to budget expectations (E)
- Understanding of course programming (E)
- Understanding of global programming (E)
- Extensive knowledge and experience of junior based activities in particular swimming and or swimming pathways (E)
- Using customer insight effectively to deliver services that meet customer needs (E)
- Performance monitoring and management – to include financial and non-financial information (E)
- Excellent communication skills including verbal, written and presentation skills (E)
- Ability to work at pace, with multiple tasks and within deadlines (E)
- Report Writing and presenting (E)
- Negotiation and influencing skills (D)
- Project management skills, problem solving, organisational and planning skills (D)
- IT literacy: (D)
 - Leisure Centres bookings and member relations management system.
 - MS Office.
- Working knowledge of current Health & Safety and employment legislation (D)
- Use of MRM +2 Management System or G360 (D)
- REPs/YMCA Qualification (D)
- Level 2 Swimming Teachers Qualification (D)

<p>Experience</p> <p>Experience the person would need to do the job</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<ul style="list-style-type: none"> • Experience of programming, reviewing, and delivering a complex multi-site leisure programme of activities (E) • Experience of designing, setting up and delivering junior and adult programmes that make real change to physical activity levels (E) • Management experience within a leisure centre or similar (E) • Budgetary management – including budgetary planning and monitoring (E)
<p>Commercial Awareness</p> <p>Specific skills the applicant would need to do the job</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<ul style="list-style-type: none"> • Includes financial factors in their analysis and decision-making (E) • Monitors the flow of money through their own function (E) • Actively manages their budget, including forecasting (E) • Identifies opportunities to make the leisure centres activity programme more competitive, efficient, and profitable (E) • Shows an understanding of the markets the organisation wishes to target (both customer expectations and commercial factors of service provision) (E) • Demonstrates an understanding of the Industry's products and services (E)
<p>Decision Making and Impact on Others</p> <p>What impact the reasons made by the post holder would have on others across the Council</p>	<ul style="list-style-type: none"> • Makes and communicates decisions clearly (E) • Balances risks and benefits of various options and decisions (E) • Takes responsibility for the outcomes and impact of their decisions and those they delegate (E) • Considers diversity issues when making decisions (E) • Incorporates a range of views when making their decisions (D) • Considers all relevant data when making decisions (D) • Delegates decision making appropriately (D)
<p>Communication with Internal and External Customers (50%/50%)</p> <p>What customers the applicant would be in contact with in the job</p>	<ul style="list-style-type: none"> • Develops and maintains productive relationships with internal and external customers (E) • Delivers what they have agreed with the customer (E)

	<ul style="list-style-type: none"> • Takes action to exceed customer expectations (E) • Advocates customer satisfaction as a key value for themselves and the council (E) • Deals effectively with dissatisfied customers (E)
Personal Attributes and Other Requirements (E) Essential (D) Desirable	<p>Influencing:</p> <ul style="list-style-type: none"> • Demonstrates confidence in their position (E) • Is credible and confident when presenting and communicating (D) • Makes use of personal and professional networks to gain support, learn from others and increase their opportunities to influence (D) • Adapts approach to engage others by appealing to those things that enthuse them (D) • Is aware of own emotions and manages them for maximum influence during negotiations (D) <p>Planning & Organising:</p> <ul style="list-style-type: none"> • Establishes clear actions and timeframes with deadlines and milestones (E) • Ensures the effective and efficient use of time and resources (E) • Creates contingency plans to enable them to deal with factors that might interfere significantly with their plan (E) • Identifies what is required before each task can be begun or completed (E) • Monitors progress against the plan and acts accordingly (E) • Allocates work based on an understanding of own and others' strengths and weaknesses (D) • Explains and clarifies the objectives (D) <p>Innovation:</p> <ul style="list-style-type: none"> • Generates new ideas and creative solutions (E) • Encourages a safe environment that will facilitate creativity in others and where people are willing to challenge (E) • Finds ways to turn their own or others' ideas into action (E)

	<ul style="list-style-type: none"> • Shares innovative practice with others (D) • Applies existing methods in new ways or new situations (D) • Challenges the status quo suggests new approaches to old problems (D) <p>Flexibility:</p> <ul style="list-style-type: none"> • Is prepared to adapt their approach to overcome obstacles (E) • Responds constructively to a change in agenda or priorities (E) • Revisits their decisions when presented with new information (D) • Is prepared to adjust their interpersonal style to respond to the needs or preferences of others and the situation (D) • Re-prioritises appropriately when faced with a change in requirements (D)
<p>HDC values</p> 	<p>The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team.</p> <p>Inspiring: We have genuine pride and passion for public service; doing the best we can for customers.</p> <p>Collaborative: We achieve much more by working together, and this allows us to provide the best service for customers.</p> <p>Accountable: We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers.</p> <p>Respectful: We respect people's differences and are considerate to their needs.</p> <p>Enterprising: We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.</p>

Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.

- Ability to safeguard and promote the welfare of children and young people/vulnerable adults
- Demonstrates understanding of safeguarding issues
- Appreciates the significance of safeguarding and interprets this accurately for all individual children and young people/vulnerable adults whatever their life circumstances.
- Has a good understanding of the Safeguarding agenda?
- Can demonstrate an ability to contribute towards a safe environment
- Is up to date with legislation and current events
- Can demonstrate how s/he has promoted 'best practice'
- Shows a personal commitment to safeguarding children