



JOB DESCRIPTION

Job Title	Active Wellbeing Lead
Job Family	Strategy & Corporate Services
Accountable For	Active Wellbeing Coordinators (community/LIF)
Reporting To	Head of Operations
Main Contacts	Customers, General Manager, Duty Managers, Active Wellbeing Coordinators/coaches, Customer Engagement Lead, Marketing & Communications Team, External Partners (e.g. schools, sports clubs, community groups, health providers)
Contract	Full-time, permanent (40 hours per week)
Salary	£34,000 plus essential car user allowance
Agile	Agile working across MyActive sites and community venues, with some flexibility for home working also.
Car Driver	Yes
Essential Car User	Yes

MAIN AIMS

- Lead the implementation, monitoring and continuous review of MyActive's Active Wellbeing Strategy, ensuring delivery against agreed objectives, KPIs and organisational priorities.
- To build collaborative partnerships and initiatives that promote participation, health improvement, and community engagement, raising awareness of MyActive's profile.





- To play a key role in delivering MyActive's core purpose with an unwavering commitment to our shared organisational values and agreed behaviours.
- As part of our One Team approach, deliver outstanding customer-focused experiences which promote the benefits of movement and physical activity in maintaining positive health and wellbeing and in tackling health inequity.
- To collaborate proactively with customers, colleagues, and partners, enabling us to be the service provider of choice for the local community's health and wellbeing needs.

KEY RESPONSIBILITIES

- Work positively with internal colleagues, system partners and networks to better understand community needs, and align resources and services to enhance activity levels which help people move more and tackle inequalities.
- Improve MyActive facilities and services that increase opportunities available for residents, particularly those people or groups who may not traditionally access them or feel excluded.
- Lead the development and implementation of active wellbeing products and services to drive forward improvements to our community programmes, group exercise programmes, personal training/coaching and health pathways.
- Lead the development, implementation and performance of key health pathways across MyActive, including GP referral/steps to health, cardiac rehab, weight management, MSK, menopause and mental health, expanding these to other pathways where possible and appropriate.
- Lead the development and delivery of workplace wellbeing/corporate membership initiatives, including engagement with colleagues, statutory organisations and the local business community to increase uptake, drive commercial revenue and demonstrate the impact of our support.
- Reimagine and coordinate our approach to personal training/active wellbeing coaching to focus on more holistic health and wellbeing outcomes. Ensure that implementation and performance across MyActive is consistently applied and achieves positive operational, commercial and participant outcomes.





- Identify and implement support to develop colleagues' skills, qualifications, confidence and understanding so they can effectively engage different audiences and provide services that better reflect local needs.
- Develop and monitor key engagement and performance metrics of active wellbeing services, using evidence, data, insight to produce reports, identify and implement ongoing improvements to services.
- Build collaborative partnerships with community organisations, health providers and statutory bodies to increase participation and help tackle health inequalities.
- Manage relationships, training, technology implementation and respective contracts and agreements for active wellbeing services with suppliers, training providers and colleagues.
- Plan, develop, implement, and monitor local health and wellbeing development plans and programmes in line with organisational objectives.
- Identify and secure external funding to develop or enhance Active Wellbeing programmes and services, including managing respective funding agreements, funding reconciliations and draw down processes.
- In partnership with the Marketing & Communications and Customer Engagement Lead, coordinate promotional events, outreach, and initiatives to raise awareness of MyActive services and support community engagement.
- Produce insights and report on the impact of programmes, identifying opportunities for growth and improvement.
- Represent MyActive at external meetings, forums, events and partnership activities as required.

Commercial and Marketing

- Support the delivery of the marketing plan and strategy at an organisation and centre level
- Support the delivery of sales and participation targets for health and wellbeing programmes in line with agreed KPIs
- Assist in marketing and publicity of activities and events, including dissemination and promotion of materials.



- Working with key partners, identify and assess feasibility of new activities and services, ensuring value-for-money and sustainability.

Teamwork and Leadership

- Provide guidance and support for centre and community based colleagues as required
- Support recruitment, induction, and training for new staff.
- Promote a culture of teamwork, continuous improvement, and customer focus.

General

- Be an ambassador for MyActive and maintain a professional approach at all times
- At all times act in accordance with MyActive Safeguarding Children and Adults at Risk policies and procedures
- To build the MyActive Code of Conduct and values into everyday work and activities on a personal, team and organisational level, regularly referencing Our Code of Conduct to inform and inspire
- To be supportive and a good team player, supporting others where you can, and actively participating in team meetings, events and the induction and training of new team members
- Create and maintain good working relationships with all MyActive colleagues
- To promote and support diversity and inclusion in all activities
- To be aware of and act in accordance with the MyActive environmental sustainability plans and approach at all times
- To be aware of and act in accordance with MyActive policies and procedures at all times
- Ensure that appropriate standards of Health and Safety provision are in place and implemented to ensure the safety of staff, visitors and the general public

The above is not exhaustive, and the post holder may at any time be asked to undertake any other duties reasonably required.



To undertake this role, the post holder will be required to hold an enhanced disclosure from the Disclosure and Barring Service. Where a valid DBS is not currently held AMWL will undertake this check before an individual commences in post.

MyActive is a trading name of AMWL Company number 15601201



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on behalf of High Peak Borough Council &
Staffordshire Moorlands District Council



PERSON SPECIFICATION

Active Wellbeing Lead

Essential	Desirable	Assess by
Knowledge and Qualifications		
<ul style="list-style-type: none"> Relevant qualification in Leisure, health, business, marketing, sales (Level 4 or above) or equivalent relevant experience. Evidence of continuous professional development in leisure, health, coaching, community engagement 	Leadership/coaching qualification or coaching accreditation.	Application/certificates Application/interview
Experience		
<ul style="list-style-type: none"> Experience of effective collaboration and partnership/systems working with internal colleagues and external partners to achieve positive outcomes for individuals or communities. Experience in developing and delivering leisure, health, physical activity, community strategies and plans, meeting relevant performance indicators. 	Experience using sales tracking systems or CRM tools (formal system experience not essential). An understanding of marketing strategies and	Application/interview Application/interview Application/interview

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<ul style="list-style-type: none"> • Success in leading, coaching or developing others to embed new initiatives, programmes or activities in a leisure, health or physical activity setting. (e.g. fitness instructors, health coaches, activity leaders). • Analysis skills to interpret programme health, participation and other demographic data to progress data driven decisions that improve performance. • Familiarity with community and customer engagement, integrating marketing campaigns, customer onboarding processes, and cross-team/department collaboration. • Experience managing budgets, securing funding and overseeing cost-effective delivery within a service area. 	<p>campaigns within a customer engagement/sales focus.</p>	<p>Application/interview</p> <p>Application/interview</p> <p>Application/interview</p>
Skills and competencies		
<ul style="list-style-type: none"> • Excellent communication and interpersonal skills, with the ability to motivate and influence others. • Skilled trainer and coach, confident delivering support to varied audiences. • Competent in using digital tools and systems used in the leisure/health,tourism industry (e.g. spreadsheets, CRM systems) for tracking and reporting. • Organised and self-motivated, able to balance planning with hands-on execution. • Resilient and adaptable, with the ability to build credibility across different teams. • Collaborative, professional, and committed to customer satisfaction. • Practical working knowledge of Microsoft Office (Word, Excel, Outlook). 		<p>Application/interview</p> <p>Application/interview</p> <p>Application/interview</p>

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<ul style="list-style-type: none"> • Understanding of safeguarding responsibilities and alignment with organisational values. • Ability to represent MyActive internally and externally with professionalism and confidence. 		Application/interview
Additional Attributes		Application/interview
<ul style="list-style-type: none"> • A commitment to supporting the benefits of maintaining good health and wellbeing through sport, physical activity and movement • A proven track record of promoting and supporting diversity and inclusion. • The aptitude to carry out all activities supporting and championing our culture and values. • A commitment to continual professional development. 		Application/Interview Application/Interview Application/Interview Application/Interview

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