

Role Profile

Job Title:	Love to Move Manager
Salary/Banding:	4
Role Holder:	
Department:	British Gymnastics Foundation
Location:	Lilleshall, West Midlands (Homeworking may be considered)
Reporting to:	Head of British Gymnastics Foundation
Responsible for:	Love to Move programme staff, volunteers and partnerships

Role Summary:

The overall purpose of this role is to support the organisation's strategic objectives through management of the Love to Move Programme; developing the programme and its educational courses to engage stakeholder organisations in the delivery of Love to Move sessions. The role holder will develop, test and maintain a licence model or similar for Love to Move, to enable the programme delivery to be upscaled and sustainable in multiple locations.

Main Areas of Responsibility:

1. Manage the development and delivery of the Love to Move Project Plan; giving clear direction for the long-term direction of the programme

Typical Activities:

- Initially, devising a project plan for the Love to Move Programme, in line with the Foundation's objectives and project development framework; ensuring that the plan and delivery of Love to Move meets the grant funding requirements of the programme's principal funding partner, Sport England.
- Using an insight-led approach to build the Love to Move project plan with timescales, costs, resources and outcomes clearly developed.
- Regularly monitoring/collating feedback and data in relation to the development and delivery of the programme, re-aligning expectations where appropriate and presenting/reporting on the findings and recommendations.
- Recruitment and deployment of contracted Session Leaders, volunteers and other roles as necessary for the direct delivery of Love to Move sessions.
- Setting the work detail and expectations for all contracted Love to Move Session Leaders, volunteers and other roles as necessary to achieve agreed programme outcomes.
- Convening and chairing advisory and consultative groups as necessary to contribute to the development of the programme, decision making and target/objective setting.
- Contracting the research and evaluation partners specifically for the Sport England funded Love to Move Programme in England; ensuring the partners have adequate instruction and direction to robustly monitor and evaluate the programme outcomes aligned to the Sport England contracted KPIs as a minimum.
- Ensuring new developments and decisions are underpinned by relevant evidence e.g. an understanding of the factors affecting care home provision of services and barriers to participation in physical activity for older people etc.
- Facilitate networking with relevant partners for ideas, best practice and opportunities
- Line Manage the Lead Programme Coach for Love to Move and Manage other key programme deliverers as necessary for the 'direct delivery' component of the programme.

- Monitor and report progress on delivery and outcomes within British Gymnastics Foundation as directed and for the contracted reporting required by funding partners, Sport England.
- Overseeing and managing the support given to all stakeholders involved in the delivery of the Love to Move project.
- Identification of funding partners/opportunities which support the continual improvement and delivery of the Love to Move Programme.
- Co-ordinating the development of a marketing and communications strategy to promote Love to Move

Success Measures:

- Evidence of the effective development and delivery of Love to Move
- Evidence of the effective use of resources and adherence to the Foundation's financial regulations
- Evidence of an increase in participation in the Love to Move Programme; meeting KPIs
- Evidence of accurate monitoring and evaluation of Love to Move
- Evidence of aligning Love to Move planning and delivery to the Foundation's charitable objectives and strategy.
- Evidence of effective support to all Love to Move Stakeholders
- Feedback from line manager, stakeholders, members, partners and colleagues.

2. Manage the development of the Educational Courses and associated materials/resources for the Love to Move Programme.

Typical Activities:

- Working with British Gymnastics Education Department to holistically plan the development of Love to Move Education; ensuring the development of robust processes necessary for the administration of delivering education courses.
- Working with British Gymnastics Education-Resources colleagues to co-ordinate the development of resources and education materials required to support the training of Love to Move practitioners.
- Working with British Gymnastics Education-Workforce Development colleagues to plan to meet the demand for trained Love to Move Session Leaders and volunteers.
- Liaising with and contracting external partners to support the development and delivery of Love to Move Education Courses e.g. Specialist dementia awareness education organisations
- Manage the setting of educational course criteria such as candidate pre-requisites.
- Manage the recruitment and deployment of National Trainers and tutors for Love to Move
- Utilise Love to Move research, evaluation and feedback to inform the continual development of Love to Move Education Courses and materials.
- Drive the integration of online learning for the Love to Move Programme where possible and appropriate to enhance the learner experience

Success Measures:

- Evidence of standardisation across education course delivery
- Evidence of the effective development of high quality education course content and materials
- Evidence of good customer satisfaction with Love to Move Courses.
- Feedback from line manager, stakeholders, members, partners and colleagues.

3. Manage the development and delivery of a Licencing Model, Social Franchise or similar Mechanism to support the sustainability of the Love to Move Programme

Typical Activities:

- Developing guidance / documentation to assist the British Gymnastics Foundation as a Licensor of Love to Move (in the form of a printed or digital style guide); making clear for licensees, how the brand, character, logo or other IP can be portrayed within the delivery of the programme (including in advertising and promotional materials).
- Communicating to all stakeholders (potential licensees, franchisees or other) the scope of services included within the Love to Move licenced products (with cost and timescales clearly defined).
- Identify early opportunities to test Love to Move as a licenced programme or social franchise on a small scale with trusted partners.
- Monitor and evaluate the success of all licenced programme testing and provide recommendations for improvements and future upscaling / broader roll out.

Success Measures:

- Evidence of robust documentation to support the programme licencing.
- Well planned and delivered pilots which test licensing development.
- Satisfaction of stakeholders, namely those engaged as licensees, franchisees or similar.
- Evidence of the developed mechanism's ability to generate revenue and promotion of the programme and Foundation.
- Feedback from line manager, partners and stakeholders.

4. Develop, manage and maintain relationships with stakeholder organisations and individuals which can contribute to the achievement of the Love to Move Programme objectives.

Typical Activities:

- Maintain and expand the list of stakeholders with an interest in delivering Love to Move.
- Manage the ongoing communications with all stakeholders, keeping them informed with information relevant to them.
- Developing and managing a process for the engagement of volunteers to support the Love to Move Programme.
- Ensuring volunteer recognition mechanisms are embedded into activities.
- Identify new stakeholders beneficial to increasing the impact of the Love to Move Programme outcomes and secure their engagement in the programme / utilise their expertise for the benefit of the programme.
- Engage with agencies and relevant organisations which are seeking to deliver physical activity, wellbeing and health outcomes for older people.

Success Measures:

- Evidence of converting interested stakeholders into paying customers e.g purchasers of training, licensees or franchisees.
- Feedback from line manager and stakeholders / individuals.
- Evidence of successfully aligning and connecting Love to Move and British Gymnastics Foundation outcomes with broader governmental and third sector outcomes for physical activity, wellbeing and health for older people.
- Evidence of good satisfaction from stakeholder engagement.
- Evidence of good satisfaction from volunteers

Role Requirements:

1. Knowledge, Skills and Expertise

It is anticipated that the role holder will have significant understanding of the effective delivery of sports or physical activity programmes for special populations. A good understanding of workforce development, specifically in relation to tutors, programme delivery staff and volunteers is also a distinct advantage.

The role holder will benefit from having a knowledge of the adult care sector and in particular, would benefit from a good understanding of the factors effecting and driving physical activity provision for older people across a range types e.g care homes, day centres, traditional leisure providers and other community provision.

This role requires the holder to have a range of professional skills in order to contribute to strategic debate and plans; to develop national programmes of work/interventions; lead/manage/monitor projects and budgets; network and influence a range of stakeholders including funding partners and sponsors etc; and be the line manager for a number of programme delivery staff.

2. People

This role requires the holder to formally manage a number of programme delivery staff; to guide and influence a range of key agencies and organisations; and develop effective working relationships with key stakeholders/partners.

3. Shaping Direction

This role requires the holder to write, develop and implement the British Gymnastics Foundation's Love to Move Programme Plan. The strategy guiding the Love to Move programme will support the broader objectives of the Foundation; and will create an holistic and long term approach to the delivery of Love to Move.

This involves proactively planning and monitoring:

- The collection and analysis of data in relation to the delivery of Love to Move
- Work and outputs of delivery partners and programme delivery staff
- Budgets, resources and performance of the programme.

In order to maximise opportunities for the Love to Move programme to achieve charitable outcomes, the role holder will need a good knowledge/understanding of exercise for older people; key personnel and influencers; and the national/political agenda in relation to physical activity, wellbeing and health for older people.

4. Developing Solutions

This role requires the holder to analyse and resolve a number of problems/issues and use initiative when:

- Developing the Love to Move programme
- Considering the reliability and validity of available internal and external data in relation to the performance of the Love to Move programme.
- Managing the development of resources to enable programme roll out in multiple locations and across multiple stakeholders.
- Influencing new sectors to join in supporting the delivery of Love to Move.
- Influencing funding partners/sponsors and stakeholder organisations to invest in the delivery of Love to Move.

5. Decision Making

This role requires the holder to make a number of decisions and recommendations in relation to the delivery and development of Love to Move, in line with the Foundation's objectives; to facilitate formal opportunities for key stakeholders to understand and contribute to the growth and development of Love to Move; to ensure Love to Move is appropriately rolled out, supported and measured nationally.

6. Communicating

This role requires the holder to have advanced interpersonal skills to influence/communicate on a regular basis with all colleagues and stakeholders involved in the Love to Move programme, decision makers and key partners e.g. Sport England; to present to and influence those invested in the programme and new prospective stakeholders; to develop and promote Love to Move and to act as an ambassador for the organisation at appropriate conferences, events, seminars etc; and to write reports, presentations, bids etc. in relation to work/programme areas.