

Greater Manchester
Moving > ^ < v



Recruitment Pack



Welcome

Welcome from the CEO

Dear Candidate,

Firstly, thank you for showing an interest in this exciting and important role.

We are a Greater Manchester charity with a clear purpose to Change Lives Together through movement, physical activity and sport. We lead, support and connect people and partners across the Greater Manchester system to enable Active Lives for All, uniting communities and creating more equal and inclusive places so that people can lead happier, healthier and more fulfilled lives.

We play a strategic leadership role in the Greater Manchester wide movement for movement and work closely with Sport England to support the local implementation of the Uniting the Movement Strategy.

It is an exciting time for our organisation. In April, we launched our two-year Business Plan, which outlines our vision and purpose and underscores our significant role in the GM Moving in Action strategy, a ten-year initiative aimed at increasing activity and reducing inequalities throughout Greater Manchester.

Data shows a reassuring increase in activity levels, not only among adults but also in children and young people who are surpassing pre-pandemic levels and even outpacing national averages for the first time. While these achievements are worth celebrating, there is more work to do.

With confidence in our role and approach, backed by evidence and evaluation, our dedicated team and board are driven by integrity, passion, and purpose. Each of us plays our part, learning together, and finding genuine enjoyment in our work. Together, we embrace the joy of this journey, creating the conditions for exceptional performance and fostering a sense of fun and fulfilment as part of the movement for movement.

I am very proud of the organisational culture we have created together. We place a huge emphasis on being a great place to work. To us this means being a place where we inspire, grow, lead, learn, move and thrive together to achieve our vision and make positive change. We are a values-led organisation guided by passion, integrity and purpose and we invest in our workforce, so we are all healthy, productive, efficient, high-performing, motivated and progressive.

If you want to join us on the next stage of our journey, we'd love to hear from you. We are committed to equality, diversity and inclusion. We welcome and encourage applications from all backgrounds.

Yours sincerely,

Hayley Lever,
Exec Lead & CEO

About Us

We are a Greater Manchester charity and across our city region, we play a strategic leadership role in support of the [GM Moving in Action strategy](#). Nationally, we are one of [43 active partnerships](#); a network across the country who work collaboratively to create the conditions for an active nation. We also work closely with Sport England to support the local implementation of the [Uniting the Movement Strategy](#).

We were formally known as GreaterSport, and on 1st of September 2023 we became [Greater Manchester Moving](#) (we are still registered as Greater Manchester Sports Partnership). This updated name better reflects our long-term ambitions for Greater Manchester and will enhance our efforts to deliver the shared GM Moving in Action strategy with partners. You can read more about this [here](#).



Our purpose

GM Moving exists to change lives through movement, physical activity and sport.



Our vision

United communities with equal and inclusive places in which people can lead happier, healthier and more active lives.



Our mission

We lead, support and connect a Greater Manchester system that creates the conditions to enable Active Lives for All.

Our values



Integrity

For us this means to lead by example



Passion

For us this means our work is visible and inspiring



Purpose

For us this means we make things happen

Supporting GM Moving in Action

GM Moving in Action is the shared strategy for physical activity across Greater Manchester. It sets out our collective ambitions, commitments and priorities for the next 10 years.

We **lead, support** and **connect** people and partners across the system to develop and deliver on the whole system vision and approach to GM Moving in Action. This is our organisational role and is a critical one to the movement. Our work is organised in support of shared outcomes set out in GM Moving in Action Framework.

> Our Mission

- Active lives for all

> Our 5 key priorities

- People, families and communities
- Inclusive participation and access
- Active places
- Whole system integration
- Culture change

> Our 7 catalysts

- Involving & engaging
- Marketing & comms
- Investment
- Governance
- Digital access & innovation
- Learning, research & insight
- Leadership & workforce



> Our ways of working

- Values-led
- Whole system
- Movement-building
- All leaders
- Enabling change
- Learning together

> Key outcomes

- Physical & mental wellbeing
- Individual development
- Social & economic inclusion
- Strong communities
- Environmental sustainability



Enablers

How we create the conditions:

- Involving local people & growing assets
- Strategic leadership enabling collective leadership
- Effective work across & between sectors
- Transforming governance & processes
- Learning & adapting

Our shared priorities

People, Families and Communities

- Active Children and Young People
- Active Adults
- Active Older Adults

Inclusive Participation and Access

- Sport, Leisure and Physical Activity
- Walking, Wheeling and Cycling

Active Places

- Place based working
- Healthy Active Places
- Active Environments

Whole System Integration

- Health and Care Integration
- Culture and System Change

Catalysts

- Marketing and Communications
- Data, Insight, Evaluation and Learning
- People, Leadership and Workforce

Business Operations

- Governance, HR, Finance and Risk



Job Summary

Marketing & Communications Lead

Team:	Marketing & Communications	Salary Scale:	Scale Point 24 – 30 (£33,024 – £38,223 pro rata) Salary to be at entry level except for exceptional circumstances.	Contract:	Fixed Term to March 2027
Reporting to:	Strategic Lead - Marketing	Location:	National Squash Centre with flexible working	Hours:	37

Your job purpose

You will deliver the organisation's digital marketing and communications for a range of audiences helping to increase impact and efficiency of our marketing outputs. Along with the marketing team you will be responsible for ensuring GM Moving has a strong, recognised and respected brand to meet the needs of our partners and customers.

Through marketing and communications you will work to increase the profile, understanding, presence and reputation of GM Moving and GM Walking. This will help to contribute to us being seen as a go to/ thought leader in the sector in relation to:

- Nationally, we know Greater Manchester best.
- Locally, we know the sport and physical activity landscape best.

Through internal communications you will help support a more connected, motivated team with a consistent Marketing & Communications approach.

You will

1. Deliver the organisation's marketing & communications strategy
2. Create and implement marketing plans to share GM Moving work with wider system partners.
3. Embed inclusive practices into organisation procedures to ensure all digital communications and assets are inclusive, accessible and representative of diverse communities.
4. Lead on organisational websites with regards to content.
5. Manage our Social Media strategy, working to maximise the brand, increase 'our voice' and build relationships with partners and influencers through effective content plans and community management.
6. Lead on the development and implementation of effective marketing analytics to continually review and adapt digital marketing practices and content strategy across the organisation.
7. Assist the team in the production of case studies (written, video and audio) to demonstrate the impact of who we are and what we do.
8. Identify opportunities to share the GM Moving messages or our learnings across Greater Manchester and beyond.
9. Produce targeted monthly newsletters to key audiences.
10. Use our CRM system, ThankQ, to ensure effective, targeted communication and to ensure company contacts are kept up to date.
11. Ensure the team are upskilled and confident to use marketing & comms to support their work.

Our culture

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to demonstrate our organisational values and associated behaviours.

Purpose... We are clear and motivated about our why, what and how we make things happen.

Passion... We are excited about what we do. Our belief in our work and mission is visible and inspiring.

Integrity... We challenge ourselves and others to be honest and to do what is right.

Our ideal candidate will have:

- Experience in a marketing / communications role including: management of social media channels; email marketing; content creation including copywriting; website management; creating communication plans; marketing analytics using various analytics platforms; working with external agencies / suppliers; procurement procedures;
- Educated to high level with relevant specialisms.
- Experience of working strategically across a range of priorities and connecting agendas.
- Experience of complex stakeholder environments, and working to build mutually beneficial relationships.
- Passionate and driven to make a difference to the lives of people and communities.
- The ability to make complex decisions independently and seek support where appropriate.
- Excellent interpersonal skills with an ability to build relationships.
- A high-level understanding of the inequalities that exist and the barriers affecting under-represented groups in sport and physical activity.
- Knowledge of physical activity and inactivity on health and other outcomes.

The way we work



This role profile is not exhaustive and amendments and additions may be required in line with future organisational changes.



Confidentiality

Any information relating to people contacted by the Partnership acquired in the course of duty must be treated in strictest confidence and must be discussed only within the confines of the work setting with the appropriate members of staff.

Any information relating to staff acquired in the course of duty must be treated in the strictest confidence and must be discussed only with senior staff members.



Application equality & disability statement

Greater Manchester Moving is committed to encouraging equality, diversity and inclusion among our workforce, and eliminating unlawful discrimination. As an employer, we actively seek to ensure that our workforce reflects the communities we serve, recognising that this makes us better able to understand their needs and priorities. We can only do this by ensuring that the people who work for us are the best they can be irrespective of age, gender, sexuality, ethnicity, disability, marital status, religion or belief.

Our recruitment system adopts an 'anonymised recruitment' approach, this removes the candidate's name and other identifying factors such as age and gender, so we can ensure we hire based on merit only.

At Greater Manchester Moving we commit to offering disabled people an interview if they meet the minimum criteria for the job vacancy, subject to some exceptions.



Disclosure

Because of the nature of the work of the Partnership, we take Safeguarding very seriously. The following information may be required for legal reasons. If you have any questions or concerns about this, please feel free to contact our Lead Safeguarding Officer or a member of the management team.

Some of our posts are exempt from the provisions of the Rehabilitation of Offenders Act 1974 by virtue of the Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975. In these cases applicants are not entitled to withhold information about convictions which for other purposes are 'spent' under the provisions of the Act. In the event of employment, any failure to disclose such convictions could result in dismissal or disciplinary action by the Partnership. Any information given will be completely confidential.

If you are successful in your application, you may be required to have a DBS check dependent on the nature of work undertaken.



Employee benefits



Annual leave

Annual leave entitlement of 29 days, in addition to public holidays (pro-rata for part time employees).



Pension scheme

Access to a Local Government Pension Scheme. In addition to employee contributions, Greater Manchester Moving contributes over 24% of your salary to the pension fund. Also, a qualified employee will be entitled to a death in service benefit of three times their annual salary.



Access to employee health care

UK Healthcare is a company paid health cash plan. It gives you access to and covers the cost of essential healthcare services including chiropody, physiotherapy, dentistry, prescriptions, hospital and maternity costs.



Weekly Physical Activity Allowance

Within the working week there is opportunity to take up to 45mins for sport or physical activity.



Access to Cycle to Work Scheme

This allows you to sacrifice part of your salary to get a bike on which you won't be required to pay VAT.

Commitment to Individual Development

Personal growth is a key component to the success of our organisation. We invest in your learning and development opportunities with an individual development budget every year.



Flexibility to work remotely

We want all staff to feel able to work flexibly as we know this to be beneficial for individual and organisational wellbeing, morale, efficiency and productivity. We believe this is a key cornerstone of being a great place to work.



Giving back volunteer days

Greater Manchester Moving recognises the importance of giving back to local communities by allowing staff to take one day per year to complete a volunteer opportunity.



Family Friendly Policy

We have a Family Friendly Policy which includes maternity, paternity, adoption and primary carer pay.

Equality, equity, diversity and inclusion

Greater Manchester Moving is committed to providing equal opportunities and promoting diversity, irrespective of ethnicity, age, gender identity, sexuality, disability, religion, pregnancy or personal circumstance. We ensure we consider lived experiences and personal circumstance when creating an equitable working environment, by promoting a safe, equal and respectful workplace.

Equality, Equity, Diversity and Inclusion is critical for the success of Greater Manchester Moving and the achievement of our vision. We are fully committed to treating all of our employees, job applicants and volunteers equally and equitably. As an employer, we aspire to being a diverse, inclusive and responsible organisation.

We believe in people. We believe that with the right opportunities, everyone should reach their full potential and we believe that moving more, sport and physical activity is a fundamental key to unlocking potential. Our aim is to have a workforce that not only thrives, but also reflects and understands the communities we work for and with, and one which encourages a sense of belonging for our team and partners.



Greater Manchester Moving has been accredited as a Living Wage Employer; a voluntary benchmark for employers ensuring their staff earn a wage they can live on, not just the government minimum.



Greater Manchester Moving is a Disability Confident Committed Employer, and as such is committed to recruiting and retaining disabled people and those with health conditions.

Mental Health & Wellbeing



Greater Manchester Moving is committed to the protection and promotion of the mental health and wellbeing of all its employees. We are signed up to the six standards of 'The Mental Health at Work Commitment' and continuously strive to promote mental health and wellbeing throughout the organisation by offering a dedicated Mental Wellbeing support package.

Contact us

GM Moving is here to help with any questions or enquiries you may have about the role.

Head Office

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Key Contact

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Greater Manchester Sports Partnership is a company limited by guarantee registered in England and Wales
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