

Job Description

Job Title	Active Places Manager
Grade	PO4
Reporting To	Deputy Operations Manager
JD Ref	CS&CE0056P

Purpose

Lead the day-to-day management of indoor and outdoor leisure facilities. Reporting directly to the Deputy Operations Manager, managing the day-to-day operation of the indoor and outdoor leisure facilities with particular focus on staffing operations, customer experience, service delivery standards, financial oversight, and facility management.

Responsible for the line management of Team Leaders and Duty Officers across the leisure facilities and act as management support for the Aquatics, Football, Fitness and Golf business areas.

The role will also support and embed the principles of place-based working, including operational delivery that aligns with local priorities across Wirral's communities, ensuring leisure facilities are active contributors to tackling inactivity, health inequalities and social isolation.

Main Duties and Responsibilities

Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values and leadership behaviours in the role and organisation.

Financial Management:

- Manage and act as budget holder for multiple cost centres.
- Agree with the Deputy Operations Manager in conjunction with Finance Business Partners to set budgets for each leisure facility that include income generation, staffing expenditure and all other expenditure to deliver a balance budget.
- Report monthly on financial and business performance of each leisure facility providing explanations for any required mitigations. Highlighting areas for improvement and efficiencies or areas that are overachieving to input accurate forecasts to senior leadership teams.
- Regularly review the sickness absence levels implementing the Attendance Management policy where required to drive down the average absents per employee.

Facility Management

- Set facility standards for each leisure centre team and regularly review, reporting on any areas for improvement. To highlight areas of good practice and share with all other teams as a way of applying consistency through internal benchmarking.
- Ensure systems are in place at each leisure for the reporting of any repairs and maintenance requirements.
- Collaborate with facility management and work within the corporate landlord model to report faults and work together to resolve repairs and maintenance issues.
- Ensure health and safety is managed in accordance to service standards and compliance to industry standards / legislation is culturally embraced within each leisure centre.
- Collaborate with Health and Safety colleagues and work within the corporate standards to report concerns and work together to resolve health and safety issues.

Energy Management

- Champion the services reduction of energy leading on best practice principles engaging all employees to drive change.
- Collaborate with the Climate Emergency Team to seek new initiatives and ideas to carbon reduction and utilities usage savings plan.
- Collate each leisure facilities energy reading ensuring they are cross referenced with billing for due diligence.

Team Leadership and Management:

- Work with the senior management team to inform decision making in line with the sports and physical activity strategy.
- Work with the senior management team to inform decision making for the continual improvement of the Active Wirral service.
- To prepare reports from various sources of data and present information to inform senior management in decision making.
- Provide strong leadership, strengthening engagement, growth, culture, innovation, collaboration and performance.
- Assign responsibilities, setting clear expectations, and deliverables to team members and empower them to excel in their roles.
- Through continuous improvement strengthen the tools, practices and impact of the service.
- Champion place-based leisure delivery by connecting leisure centre operations to the wider Active Wirral goal, ensuring that services are relevant and responsive to local community needs.

Communication, Engagement and Training:

- Represent the service at external events and hold external stakeholder meetings on behalf of the authority relevant to the post holder level.
- Working with Active Wirral colleagues to seek external funding and new business opportunities.
- Promote collaboration working with external partnerships and enable new programmes within the Leisure facilities.
- Communicate with all subordinate employees at the leisure centres, sharing corporate messages breaking down barriers for hard-to-reach groups of staff.
- Use social platforms to engage staff, championing a culture of knowledge seeking in line with social media Policy.



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- Promote and engage all employees with training and the leisure training matrix.
- Provide support, advice and training to Team Leaders / Duty Officers including inductions and regular check ins.
- Set and chair regular team briefings, 1-2-1s and performance conversations.
- Support the place-based approach by building local partnerships, listening to residents lived experiences, and using insight to shape services that reflect the priorities of Wirral's communities. Actively encourage neighbourhood level collaborations.

Data Analysis and Decision-Making:

- Review financial performance data monthly and support the drafting of position statements to inform the senior management team on performance targets.
- Review membership and participation performance data monthly and support the drafting of position statements to inform the senior management team on performance targets.
- Review council and service specific performance data on a weekly basis and support the drafting of position statements to inform the senior management team on performance targets.
- Implement improvements actions for budget issues or underachievement.
- Escalate financial and business performance issues to the senior management team.
- Be the leisure facilities main contact for any programmed or un-programmed closures to services supporting on site employees.
- Ensure the Normal Operating Procedures and Emergency Action Plan for each Leisure facility are adhered to, and to review all documentation in line with the Management of swimming pools regulations HSG179.
- Use insight and evaluation gathered through the Place Partnership to inform strategic and operational decisions, identify gaps in provision and opportunities to increase impact in priority places.

Performance Management:

- Ensure that all HR policies and procedures are adhered to within their teams, fostering a compliant and inclusive work environment, which includes supporting with Recruitment, Performance Management, addressing Employee Relations matters and promoting professional development in coordination with HR.
- Work with HR ensuring consistent applications of policies and contributing to a positive organisational culture.

Compliance:

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.
- Initiate compliance checks across Leisure facilities ensuring high quality and standards.

Other:

- Any other duties commensurate with the grade.



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Role Specific Knowledge, Experience and Skills

Qualifications

- CMI Level 3 or equivalent.
- Demonstrable Management experience in an operational service role.
- IOSH or equivalent qualification, or the ability to demonstrate good knowledge of Health and Safety at work act.
- Evidence of Continuous professional development (CPD).
- *Desirable – Microsoft Office Specialist (MOS) Certification*
- *Desirable – Leisure Management Level 4*
- *Desirable – Energy management qualifications*

Knowledge & Skills

- Excellent interpersonal and communication skills.
- Excellent knowledge and understanding of Power BI and Excel with the ability to produce reports from various sources of data.
- Excellent IT skills.
- Excellent skills and knowledge for managing people, finance and customers and programming and responding to activity trends.
- Knowledge of financial management systems.
- Knowledge of facility management systems.
- Knowledge of best practice and performance management frameworks within the leisure sector.
- Able to deputise for in other staff roles as and when required to maintain the operation.
- *Desirable – Knowledge in the management of indoor and outdoor leisure facilities.*
- *Desirable - Knowledge of all leisure job functions*
- *Desirable - Sound knowledge of how to develop teams in order to achieve objectives.*
- *Desirable – Skill to develop and deliver training programmes to employees.*

Experience

- Delivering successful projects or improvement initiatives
- Leading change management or cultural change programmes
- Management experience.
- Managing teams of employees with multiple functions.
- Understanding and interpreting data.
- Financial responsibility and sound decision making.
- Managing difficult situations.
- The application of sickness management, performance management and disciplinary procedures.
- *Desirable – Experience in the management of indoor and outdoor leisure facilities*
- *Desirable – experience of working in a place-based or neighbourhood led approach, ideally within a strategic partnership framework such as the Sport England Place Partnership.*



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Additional Information

Ability to travel across the Borough and work from various locations.

This post week involve working a standard working week.

Working hybrid, with a flexible working approach to accommodate service needs as and when required.

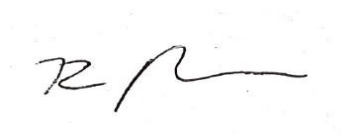
On occasion, the post holder will be able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

Health & Safety Considerations:

- Work with VDUs (Video Display Unit) (>5hrs per week)
- Vocational Driving
- Working with children
- Exposure to persons with challenging or aggressive behaviour

Approved By: Rob Phythian

Operations and Compliance Manager



Date Of Approval: 09/07/2025



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