

**SEFTON METROPOLITAN BOROUGH COUNCIL**  
**JOB DESCRIPTION**

**Department:** Communities

**Location:** Various (Sefton Leisure Centres)

**Division:** Localities

**Post No:** TBC

**Section:** Sport & Recreation

**Job Evaluation Number:** A4815

**Post:** Senior Operations Manager

**Grade:** Band I

---

**Responsible To:** Locality Team Manager

**Responsible For:** Full & part time staff including freelance and sessional instructors & coaches, students on placements and volunteers.

---

**JOB PURPOSE**

To be responsible for the management and all related aspects of the operation of designated (Active Sefton) Leisure Facilities that are part of Sefton's portfolio, including the development, design, delivery, and ongoing improvement of a comprehensive delivery programme within the Leisure Centres. The service will meet the key priorities and targets set by the Councils identified strategic objectives, particularly around health and wellbeing, early intervention and prevention and commercial success.

**MAIN DUTIES**

1. To lead on the management and all related aspects of the operation of designated (Active Sefton) Leisure Facilities as part of Leisure's portfolio.
2. Effectively design, development, implement and manage a comprehensive programme (including events) within the Leisure Centres, ensuring usage is maximised, income targets are achieved, and service improvements are implemented.
3. Ensure the effective utilisation of resources allocated in line with the authorities' financial regulations (including the process for banking and handling of cash), including input into the budget management of related cost centres, ensuring that budgets are adhered to and that value for money is achieved.
4. Effectively recruit, deploy, and manage all staff, adhering to the council's established recruitment and selection procedures at all times, and provide appropriate training and personal development opportunities to enable the team to meet the changing demands of the service.
5. Oversee performance management and provide the Locality Team Managers with progress and evaluation reports to contribute to policy development and objective setting. Develop the service in line with best value principals, allowing for stakeholder input, benchmarking, performance targets and value for money.
6. Lead on the preparation of bids to a wide range of funding agencies (grant

providers, statutory and non-statutory, including lottery funds, charities etc) to secure inward investment for projects, programmes, and initiatives.

7. Ensure all services succeed in the delivery of partnership agreements, project aims and objectives and assist with establishing & meeting targets.
8. Provide strategic advice and guidance on all areas related to Leisure operations and act as the section's representative in these areas, ensuring that the Leisure Centres are strategically linked. Prepare reports, briefings and strategic plans and deliver verbal presentations to a range of audiences, including elected members, being responsible for recommending policy and service improvements.
9. To represent the Locality Team Managers in their absence and act as a representative of the management team / section, including attendance at relevant partnership/stakeholder meetings and regional networks.
10. Work in close liaison with the Management Team to develop new opportunities and further enhance partnership working between staff from both service areas. Ensure that in doing so a balance is maintained between programmes addressing the social value agenda and opportunities that will generate revenue.
11. Establish, maintain and service an effective network of key contacts and agencies to assist with the on-going development of the service, to maximise awareness and utilisation of the Centres. Work in partnership with other Council Departments, alongside key stakeholders and the voluntary, community and faith sector to ensure that the highest standards of delivery are attained.
12. Lead on the development of a business plan for the facility, which ensures that high quality, cost-effective services are provided. Within this use creative and innovative practice to ensure the Leisure Centre offer is current and fit for purpose and represents new trends in the sector, maintaining the position in the marketplace.
13. Utilise appropriate marketing techniques, ensuring all projects and programmes are promoted effectively through a scheduled promotions and marketing programme, allowing maximum publicity to be received and to enhance the position in the marketplace.
14. Obtain and maintain any necessary licences essential to the operation of the Facility.
15. To ensure that the operation under-pins national and regional plans and frameworks and adhere to related legislation and guidance, with related SOP's and risk assessments complying with industry best practice.
16. Maintain the highest standards of service quality, ensuring the satisfaction of customers at all times, ensuring that the facility is geared to responding positively to customer needs, and that all staff are adequately guided, trained and informed in pursuit of this aim.
17. Oversee the management and maintenance of any operational systems that are essential to the operation of the Facilities.

18. Be prepared to be part of the operational rota, including evenings, weekends, and bank holidays, acting as one of the key holders for the building and to be available for emergency call outs.
19. Support other members of the team / section with projects and initiatives.
20. Be aware of equal opportunity principles and comply with the Council's equal opportunity procedure.
21. Be aware of Health & Safety legislation and comply with the Council's Health & Safety Procedures, ensuring the safety of staff and users.
22. Undertake any other duties commensurate with this post.

### **Methods of Working:**

The post holder will be expected to:

- Adopt a participative and collaborative style of working, underpinned by strong interpersonal skills that enable team players to play their part within agreed timetables.
- Take an active part in appraising their own work against agreed priorities and targets, in accordance with the department's management supervision guidelines and service review process.
- Undertake appropriate training, coaching and development opportunities associated with the duties of the post.

### **ORGANISATION CHART**

Currently under review

### **SPECIAL CONDITIONS**

1. The 36-hour post may involve working unsocial hours including regular evening and weekends.
2. A casual car allowance is payable.
3. The Council operates a no-smoking policy.
4. This is a permanent post with duties reviewed annually.
5. Enhanced DBS clearance is essential for this post. The post you are applying for is exempt from the Rehabilitation of Offenders Act 1974 and therefore you are required to declare any convictions, cautions, reprimands and final warnings that are not 'protected' (i.e. filtered out) as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) Order 2013. The post you are applying for requires access to the Public Service Network (PSN) and requires compliance with the HMG Baseline Personnel Security Standard.

## **GENERAL:**

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

All staff have a duty to take care of their own health and safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.

The Authority has an approved equality policy in employment and copies are available to all employees. The post holder will be expected to comply with, observe and promote the equality policies of the Council.

**Note:** Where the postholder is disabled, every effort will be made to support all necessary aids, adaptations, or equipment to allow them to carry out all the duties of the job.

## **OTHER:**

Since confidential information is involved with the duties of this post, the postholder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

The person appointed will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

<b><u>Prepared by:</u></b>	Jeff Jones
<b><u>Designation:</u></b>	Locality Team Manager
<b><u>Date:</u></b>	July 2021

**Post:** Senior Operations Manager  
**Department:** Sport and Recreation

**Post No:** TBC  
**Division:** Communities

Personal Attributes Required (considerations)	Essential (E) Or Desirable (D)	Method of Assessment (suggested)
<b><u>QUALIFICATIONS/TRAINING</u></b>		
HND or equivalent in a Leisure / Physical Activity/ Sports / Exercise/ Health related field.	E	A/I/C
Accredited leadership / management qualification	D	A/I/C
Programme or project management	D	A/I/C
Computer related qualification	D	A/I/C
Evidence of continued professional development	E	A/I/C
Safeguarding	D	A/I/C
Industry standard certification - First Aid (E), Pool Plant (D), Pool Lifeguard (D)	E /D	A/I/C
<b><u>EXPERIENCE</u></b>		
Managing people, resources, and financial budgets	E	A/I/R
Health and Safety principles, procedures and good practice in leisure facilities.	E	A/I/R
Personnel policies and procedures	E	A/I/R
Leisure Centre programming (including events) to achieve maximum occupancy	E	A/I/R
Performance management experience	E	A/I/R
Experience of Leisure related project management, including income generating projects	E	A/I/R
Supervisory experience	E	A/I/R
Implementation of service improvements	E	A/I/R
Producing and managing service specifications / agreements	E	A/I/R
Marketing facilities and activities to a wide range of users	E	A/I/R
Managing organisational change	E	A/I/R
Using IT applications and systems, including Leisure CRM systems	E	A/I/R
Service / Business Planning	E	A/I/R
Partnership working with the voluntary, public, and private sector	E	A/I/R
Customer-focussed operations	E	A/I/R
<b><u>KNOWLEDGE OF:</u></b>		
Strategic framework of Leisure	E	A/I
Best practice principles and local government modernisation agenda	E	A/I
Data protection principles and legislation	D	A/I
Governance structure of Local Authority and its practices / procedures	E	A/I
<b><u>SKILLS</u></b>		
Excellent leadership and management skills	E	A/I
Excellent programme and project management	E	A/I

methods		
Excellent communication, both written and verbal	E	A/I
ICT skills, including Microsoft Office and its associated applications	E	A/I
Self-motivated and an ability to work unsupervised	E	A/I
Present ideas clearly in written, verbal, or graphic form	E	A/I
Staff and team development including mentoring and performance appraisal	E	A/I
Negotiation and influencing skills	E	A/I
Problem solving and analysis	E	A/I
Organisation and planning, including ability to meet tight deadlines under pressure	E	A/I
<b><u>ABILITY TO:</u></b>		
Create a sense of enthusiasm and confidence amongst staff	E	A/I
Be self-driven	E	A/I
Be creative when designing services and solving problems	E	A/I
Adapt to change	E	A/I
<b><u>OTHER</u></b>		
An understanding and commitment to equal opportunities in employment and equity issues	E	A/I
A driving licence and access to a car	D	A
Willing to work unsociable hours – Including evenings and weekends	E	A/I

**Prepared by:** Jeff Jones  
**Designation:** Locality Team Manager  
**Date:** July 2021