

Development Officer

1-2-1

Applicant Recruitment Pack

Sefton is a really great place to live and work



Welcome

Thank you for your interest in the Development Officer (1-2-1) role within Sefton Council's Active Sefton Team.

The Active Sefton Team are responsible for delivering a portfolio of numerous Health, Sport and Physical activity programmes working with a wide range of partners and contributing to key council priorities including Health & Wellbeing, Most Vulnerable and Community Resilience. Active Sefton are looking to recruit a highly motivated and dynamic individual to join our high performing services on a part time job share basis.

The Development Officer (1-2-1) will be responsible for the development and delivery of existing and new services as part of the Active Sefton Team, the Children and Young People's 0-19 Pathway and the Living Well Sefton Services within Community settings.

If you believe Sport and Physical activity can have a positive impact on wellbeing, if you enjoy helping others, take pride in delivering high-quality support, bring energy, adaptability, and a genuine passion for making a difference, we'd be delighted to hear from you.

The Job Description and Person Specification for this role are included within the job pack. If you have any questions about the vacancy, please refer to the job pack for the appropriate contact details.

If, when you've finishing reading this pack, you like what you see, and Sefton's Vision and Values align to yours then we can't wait to hear from you.

June Bradshaw
Development Manager (Sport and Physical Activity)



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About the Borough of Sefton

Sefton is a confident and well-connected Borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most Borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the Borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The Borough benefits from excellent transport links, providing easy access to major North West cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.



Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:



- **We put people at the heart of what we do** – ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other's views** – fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** – encouraging creativity and continuous development.
- **We are ambassadors for Sefton** – promoting the Borough positively and proudly representing our communities.
- **We are responsive and efficient** – delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** – being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded Good by the Care Quality Commission (CQC), and our Children's Services also



achieved a Good rating from Ofsted. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the Borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as the Cove Resort and Enterprise Arcade in Southport. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at www.sefton.gov.uk

An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve **Navajo** accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.



For more information, please refer to our [Equality, Diversity and Inclusion Strategy](#)

Liverpool City Region Fair Employment Charter



Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work, opportunities for progression,

strong employee voice, and a commitment to staff wellbeing. By aligning with the Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

What We Can Offer You

- A supportive and collaborative working environment.
- An agile approach to working.
- Opportunities for professional development and career progression.
- A role where your work makes a real difference across the organisation.
- Flexible working arrangements supporting work-life balance.
- A strong commitment to equality, diversity, and inclusion.

You will benefit from a comprehensive local government employment package which includes the following:



- Competitive salary in line with NJC Local Government Pay Scales.
- Membership of the Local Government Pension Scheme (LGPS), providing a secure, defined benefit pension with employer contributions.

Annual Leave and Work-Life Balance

- Generous annual leave entitlement, 28 days annual leave rising to 33 days with 5 years continuous service.
- Additional public (bank) holidays.
- Flexible working options to support a healthy work-life balance, subject to service needs.
- Option to purchase additional annual leave.

Learning, Development and Career Progression

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

Health, Wellbeing and Support

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.
- Policies that promote physical and mental wellbeing in the workplace.

Family-Friendly and Inclusive Policies

Our family-friendly policies and flexible working arrangements help staff maintain a healthy work-life balance.

- Family friendly policies, including enhanced maternity, paternity, adoption, neonatal care and special leave to support with time off work to deal with issues when life events happen.
- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.



Foster Friendly Employer Commitment

Sefton Council is proud to be a *Foster Friendly* organisation as recognised by The Fostering Network. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities.

This commitment helps ensure carers can balance fostering responsibilities alongside career, and reflects our dedication to supporting children, families, and those who care for them.

Additional Benefits

- Access to salary sacrifice and employee benefit schemes (where applicable).
- Opportunities to contribute to meaningful work that supports local communities.
- A supportive, values led organisational culture.
- Free parking at office bases (dependent upon the work location).

About the Role

The Development Officer will be responsible for the development and delivery of a comprehensive programme of sport and physical activity programmes linked to the priorities of Sefton Council (through Active Sefton) and identified project partners.

A large part of the role will be to deliver the targeted 121 referral programmes working with young people and adults in leisure and community settings to improve their mental and physical wellbeing, along with programmes around reducing antisocial behaviour in the local area.

The role involves contact with a wide range of individuals and organisations from health professionals, service providers, schools, to children, young people, and their families. Well-developed communication and interpersonal skills are essential elements for the post. The role will also involve supporting colleagues within the team deliver our commissioned services around reducing anti-social behaviour, health interventions, Active Schools delivery (after school clubs and healthy habits workshops in schools) and Be Active holiday programme, using sport and physical activity as a tool to engage people and deliver relevant projects. Please see **Appendix A (page 10)** for a full copy of the Job Description and Person Specification.

Please note as this role is being offered on a job share basis the days of work will be Wednesday, Thursday and Friday with some flexibility needed to attend certain events and meetings.



Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.
- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses.

3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.

4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles.
- Emphasise impact – improvements, efficiencies, positive outcomes, or innovations.

5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

6. Showcase Transferable Skills

- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.



- Provide examples that demonstrate these effectively.

7. Check Your Application Carefully

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

8. Submit Your Application Before the Deadline

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

9. Prepare for Potential Next Steps

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.



Application and Selection Information

The closing date for this vacancy is **Sunday 12th April 2026** (or earlier in the event of high volume of applications being received).

Provisional interview dates are **Thursday 23rd April and Friday 24th April 2026**.

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

Please ensure that you meet all the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.



Appendix A – Job Description and Person Specification

Post: Development Officer (1-2-1)

Directorate:	Communities
Location:	Litherland Sports Park, L21 7LA
Division:	Sport and Recreation
Grade:	F (SCP 12-19) £28,598 to £32,061
Reporting to:	Development Manager (Sport and Physical Activity)

Purpose of the Role

To be responsible for the development and delivery of a comprehensive programme of sport and physical activity programmes linked to the priorities of Sefton Council (through Active Sefton) and identified project partners.

MAIN DUTIES

1. Lead on elements of project development and deliver a wide range of universal and targeted programmes around sport and physical activity.
2. Ensure effective utilisation of resources allocated to project and programme in line with the Council's financial regulations, ensuring that value for money is achieved.
3. Effectively recruit, deploy and supervise coaches and volunteers engaged to work within universal and targeted programmes and provide appropriate training and personal development opportunities.
4. Assist with the preparation and presentation of progress and evaluation reports for various stakeholders, contribute to policy development and ensure that service objectives are met.
5. Ensure partnership agreements are adhered to, and that project aims, outcomes and associated KPI's are monitored.
6. Utilise appropriate marketing techniques ensuring that Active Sefton programmes are promoted effectively and receive maximum publicity.



7. Support other members of the team / section with projects and initiatives that relate to the Active Sefton Programmes.
8. To provide cover of all Active Sefton Fitness Suites and carry out associated duties including health screening, inductions, programming and membership sign up.
9. Ensure data protection and information compliance is adhered to in line with General Data Protection Regulations.

Methods of Working:

The post holder will be expected to:

1. Adopt a participative and collaborative style of working, underpinned by strong interpersonal skills that enable team players to play their part within agreed timetables.
2. 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.
3. Undertake appropriate training, coaching and development opportunities associated with the duties of the post.

SPECIAL CONDITIONS

1. The 21.6-hour post is offered on a part time/job share basis and will 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 of the post 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. For further information, please refer to DBS filtering guidance at www.gov.uk/dbs.



GENERAL REQUIREMENTS

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.



PERSON SPECIFICATION

Post: Development Officer

Post No: TBC

Department: Sport and Recreation

Division: Communities

Personal Attributes Required (considerations)	Essential (E) Or Desirable (D)	Method of Assessment (suggested)
<u>QUALIFICATIONS/TRAINING</u>		
1. NVQ or equivalent qualification in a Physical Activity/ Sports Development/ Exercise/ Health field.	D	A/I/C
2. Evidence of continued professional development.	E	A/I/C
3. Level 2 accredited Gym Instructor award	D	A/I/C
4. First Aid Qualified.	D	A/I/C
5. Children's physical activity Qualification (Focus, Weight Management Centre, MEND, Community Sports Leaders Award CSLA).	D	A/I/C
6. Safeguarding	D	A/I/C
7. Level 2 NGB sports Specific Qualification	D	A/I/C
<u>EXPERIENCE</u>		
8. Experience in a Physical Activity / Sports Development/ Health area within the public, voluntary or private sector.	E	A/I/R
9. Delivery of a wide range of physical activity programmes for all ages	E	A/I/R
10. Supervisory experience	D	A/I/R
11. Monitoring and evaluating programmes	E	A/I
12. Partnership working	E	A/I
13. Managing a database and keeping confidential records.	E	A/I



14. Working with voluntary and or private sector.	E	A/I
15. Administrative duties.	E	A/I
16. Working within a community environment.	E	A/I
<u>KNOWLEDGE OF:</u>		
17. Strategic Framework of Sport, Physical Activity and Public Health (National, Regional and County).	D	A/I
18. Statutory, voluntary and private sector funding agencies, grant application and monitoring processes.	D	A/I
19. Benefits of sport and physical activity, and a commitment to promotion of them.	E	A/I
20. Social inclusion and health issues	E	A/I
<u>SKILLS</u>		
21. Excellent communication, both written and verbal.	E	A/I/P
22. ICT skills, including Microsoft Office and its associated applications.	E	A/I
23. Staff and team development including mentoring and performance appraisal.	D	A/I
<u>ABILITY TO:</u>		
24. Create a sense of enthusiasm and confidence amongst partners and clients.	E	A/I/P
25. Organisation and planning, including ability to meet tight deadlines under pressure.	E	A/I/P
26. Be creative when designing services and solving problems.	E	A/I
27. Adapt to change.	E	A/I
28. Be self-motivated and an ability to work unsupervised.	E	A/I
<u>OTHER</u>		
29. An understanding and commitment to equal opportunities in employment and equity issues.	E	A/I
30. A driving licence and access to a car.	D	A
31. Willing to work unsociable hours – Including evenings and weekends	E	A/I



Assessment Methods

A = Application Form

I = Interview

T = Test

P = Presentation

R = Reference

C = Certificate

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