# Hosting Proforma

Mid Ulster District Council

Name of Host

Organisation

**1. Interchange Manager’s details**

Linda Carson

Name

Organisation/

HR Manager

Department

18 Killymeal Road

Dungannon

Co Tyrone

BT716LJ

Address

Telephone Fax number

03000 132 132

Number

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E-mail

Secondment: **Leisure and Business Development Manager** Temporary to 30 June 2023, may be extended or established subject to agreement by both parties

Type of Opportunity

**2. Details of hosting opportunity**

Description of opportunity

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| The role of the **Leisure and Business Development Manager** will carry out the following principal duties.  **Business Development**   1. Lead Business development activities and implement opportunities which will result in income growth within the business, control of expenditure and the reduction of net operating costs in:    * Designated wet and dryside, indoor and outdoor leisure facilities;    * Service wide programmes including swimming programme, gym, classes customer and staff engagement, health and safety as well as staff training. 2. Explore and implement business opportunities and partnerships to deliver the highest levels of usage and income across multiple designated sites and services. 3. Proactively develop the membership and usage of designated facilities and services and build understanding of their market and customers along with leading by example in the development of processes, training and instilling a positive commercial culture within the service with innovative proposals for opportunities for income generation. 4. Manage complex, customer focused Leisure Service facilities and programmes with a service excellence development and performance orientated approach across all levels of the leisure staffing structure that contribute to the improvement of health and wellbeing, including the reduction of health inequalities in the district. 5. Drive cultural change by leading and developing a multi-disciplinary team through effective and inspiring leadership and promote robust and consistent communication methods that are clear, effective and transparent at all levels. 6. Introduce new products, taking on challenges, such as the opening of new leisure facilities, development of existing facilities and any revenue/capital works/projects within the department including specifications, tendering processes in accordance with Council processes. 7. Maintain robust performance and management information systems to analyse and interpret data in order to identify how the operational and financial performance of designated leisure facilities and programmes can be enhanced in accordance with agreed key performance indicators to meet the required profitability, participation and quality service levels. 8. Prepare annual budgets for the designated Leisure Facilities and programmes and continuously seek to increase income, achieve efficiencies and reduce costs in line with agreed Improvement Plan. Manage expenditure and income in line with the budget, ensuring accountability and good governance. 9. In conjunction with the Head of Marketing and Communications, develop and implement marketing plans for designated facilities and programmes.   **Service Development**   1. Develop networks, partnerships and collaboration within Council and external partners in the community, voluntary, statutory and private sectors to ensure a co-ordinated approach to maximise opportunities across the broad spectrum of programming to increase participation and overall health and well-being. 2. Develop an annual service and business plan for designated cross site programmes that link and support the Departments Business and Performance Improvement Plans by setting measurable objectives, financial targets and proactively implement the work programme and ongoing management of staff performance. 3. Develop and implement technological advances in leisure and facilities management to make a positive impact on the customer journey and improve business and customer operations and experience. 4. Lead, motivate, appraise and develop employees across the leisure service ensuring at all times that employees:  * operate within the Council policies; * achieve their objectives and targets in the most efficient and effective manner in line with the performance management framework; * work in a corporate and collaborative way with other services across all departments and directorates; * purposively, efficiently and effectively work with the resources available, within the allocated time and budget; and * continuously develop within their area of responsibility.  1. Oversee and ensure compliance to risk governance within designated facilities and programmes, including all aspects of financial and health and safety management and ongoing audit compliance including the maintenance of up to date records to support same. 2. Be responsible for the ongoing development, implementation and continuous review of all leisure policies and procedures, ensuring all employees comply with statutory, legislative and good practice requirements. 3. Contribute to the Mid Ulster District Council’s Corporate Plan. 4. Keep up-to-date with changes and amendments to relevant legislation and industry best practice relating to the postholders service area, reviewing practices, making recommendations to the Head of Service and implementing service improvements, as appropriate. 5. To procure and manage a range of Contracts, Service Level Agreements and Concessions ensuring compliance with relevant Council policy and processes. 6. As and when required provide relief management cover between all Leisure sites and where qualified to do so, deliver relevant training to staff, within areas of responsibility. 7. When required, assist in the execution of the Council’s Emergency and Business Continuity Plans. 8. Undertake any other relevant duties that may be required and are commensurate with the nature and grade of the post. 9. Comply with MUDC Health & Safety policy and Codes of Practice and adhere to all Equal Opportunities policies and promote a positive approach to equality and diversity within the workplace. Act in accordance with the code of conduct for local government employees. |

Main objectives of the opportunity

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| **Purpose and Function of Post**   * To have a strategic commercial and business focus to develop, deliver and achieve the service objectives and ethos while continually striving to explore further commercial opportunities within designated operational leisure services. * To ensure the highest standards of customer service, satisfaction and retention across designated facilities and programmes are developed, delivered and maintained.   To assist in the development and implementation of policy and strategic relationships within Council and other partners to increase participation and overall health and well-being. |

**3. Skills requirements**

What qualities, skills and experience is required from the individual

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| **1. Qualifications and Experience**   * 1. **Qualifications** * Third level qualification in a relevant discipline, e.g. Sport/Leisure/Business/Management/Public Administration   **Or**   * Have 5 years’ relevant experience in the management of a similar Leisure service within the public / private sector.   **1.2 Experience**  **Applicants must provide specific and personal examples of having three years’ experience in the following areas:**   * Management of a complex, customer focused Leisure Service facility and programmes with evidence of significant service development and achievements with a performance orientated approach. * Development of both internal and external partnerships to deliver significant improvements in Health and Wellbeing. * Driving cultural change in a complex environment, transforming facilities, services and working practices. * Significant\* staff resource and financial management in a business environment with well-established operating systems and procedures.   \*Significant - more than 30 staff and £0.75 million budget.   * Business development experience that has developed and implemented opportunities which have resulted in income growth and efficiencies within the business   Applicants must possess a full, current driving licence which enables them to drive in Northern Ireland and a vehicle available for official business, or have access to a form of transport which enables them to meet the requirements of the post in full1.  *1Please be advised that this alternative is a “reasonable adjustment” specifically for applicants with disabilities who, as a result of their disability, are unable to hold a full, current driving licence.*  **2. Competencies**  In accordance with the Competency Framework for Local Government2 applicants for this post must demonstrate the following competencies at Strategic level:  **2.1 Providing Leadership and Direction:**  Leadership – the ability to lead staff to achieve goals by encouraging all to contribute and by focusing on outcomes.  Managing Performance – ensure that individual and departmental objectives are aligned with business plans and corporate strategy  **2.2 Managing Yourself**  Communicating with impact – the ability to draft reports and letters and the ability to provide advisory communications with the capacity to address groups and meetings clearly, enthusiastically and effectively whilst listening to and addressing responses authoritatively.  Managing your own work – the ability to plan and prioritise demanding work-loads to ensure a constant flow of work and to minimise peaks and troughs.  **2.3 Working with Others**  Collaborating in a Political Environment – an awareness of the need to enhance and protect the image and profile of the council whilst avoiding actions that may adversely affect the council or its elected members.  Influencing Outcomes –influencing and persuading skills: the ability to win the support of staff, elected members and senior management.  **2.4 Moving Forward**  Achieving Results – taking personal responsibility for making things happen. Showing motivation and perseverance in overcoming obstacles and achieving results.  Managing Change – promotes change effectively and ensures that changes are delivered in line with organisational goals.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  2Further details on these competencies and their associated positive indicators can be found in *the Competency Framework for Local Government* at <http://www.lgsc.org.uk/fs/doc/publications/competency-framework-for-local-government.pdf> |

**4. Personnel: Please state below**

Who will the individual report to?

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| The postholder will report to the Head of Leisure |

Who will be the individual’s line manager and/or reporting officer?

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| The postholder will report to the Head of Leisure |

**5. Transfer of learning**

Please give details of how the Opportunity will benefit your organisation, the

individual and their organisation.

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| Mid Ulster District Council will benefit from new skills and experience that the postholder will bring to the role. The postholder will develop invaluable experience of working within a newly restructured Leisure Department within Council and will develop a strategic commercial and business focus. |

**6. Logistics**

Please provide details of the likely start date, duration, location, form of transport required, resources (i.e.; desk, PC, etc.) and funding arrangements for the opportunity.

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| **Start Date**: Subject to agreement you will start work within two - four weeks of accepting the post  **Duration**: Secondment: Temporary until 30 June 2023, may be extended or established subject to agreement by all parties.  **Location**: Meadowbank Sports Arena, Ballyronan Rd, Magherafelt BT45 6EH (will be required to work across Mid Ulster Council area to meet the needs of the service)  **Salary:** PO5 (SCP 38-41) £ 41,881 - £44,863 gross per annum.  **Closing Date:** Applications must be submitted by 5.00pm on Friday 6 August 2021  **For staff from all Partner organisations:**  [**interchangesecretariat@finance-ni.gov.uk**](mailto:interchangesecretariat@finance-ni.gov.uk) |

**7. Endorsement**

**Interchange Manager**

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| Linda Carson |

**Signed:**

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| **23 July 2021** |

**Date:**