

Greater Manchester  
Moving > ^ < v



Recruitment Pack  
Strategic Director





# 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,**  
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 [42 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](#).



## 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 Profile

**Job Title:** Strategic Director

**Team:** Executive      **Salary scale:** Band H, £61,430 - £70,007 p.a. (salary to be at entry-level except for exceptional circumstances)

**Contract:** Fixed Term to 31<sup>st</sup> March 2027, with potential extension subject to confirmation of funding

**Reporting to:** Chief Executive Officer

**Location:** House of Sport with flexible working

**Hours:** 37 per week

### Your job purpose

To lead, support and connect the Greater Manchester system, leading our movement for movement with impact. To provide visionary leadership to the GM Moving Active Partnership team, GM Moving Partnership Board, key stakeholders across Greater Manchester and nationally. To work in support of the team and partners to implement the GM Moving in Action strategy and the organisational business plan through a distributed leadership approach.

### You will

1. Lead, support, and connect across the Greater Manchester (GM) system, fostering key relationships and driving priority areas of the strategy for culture and system change, supporting Active Lives for All.
2. Support the CEO in policy development and strategic influence within GM, its ten localities, and with national partners.
3. Develop and maintain strong, trusted relationships with senior stakeholders, including [NHS GM](#), [GMCA](#), [Sport England](#), [Local Authorities](#), [VCFSE organisations](#), [TfGM](#), [GM Active](#), and others.
4. Lead and support strategic communications, shaping the narrative, expanding the movement, and enabling senior leaders to do the same.

### 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 make things happen

**Passion...**Our work is visible and inspiring

**Integrity...**We lead by example

5. Provide executive leadership across all areas of the GM Moving in Action strategy and organisational business plan, with a focus on:
  - Strategy, policy and public affairs
  - Strategic influence, and communications
  - Culture and system change
  - Participation and access - walking, wheeling, and cycling.
  - Place - healthy, active environments, housing and homes
  - GM Moving's support services offer to other places and organisations
  - Cross-cutting areas of the organisational business plan as agreed with executive team
6. Line manage and support Strategic Leads and build capability across teams to lead their work areas (including Walking and Active Environments, and Healthy Active Places).
7. Deliver effective communications and reports to the GM Moving Partnership Board, GM Moving Board, and other key GM Boards, evaluating progress and planning. Represent GM Moving at key events and meetings, providing strategic support to the CEO.
8. Role model and develop system leadership capabilities within the team and wider GM Moving networks.
9. Offer leadership, coaching and mentoring across the team and wider stakeholder network as needed.
10. Role model and support our value-driven culture of learning, development and continuous improvement – using performance data and stakeholder feedback to enhance delivery and impact.
11. Ensure all work is evidence-based, leveraging data, research, and national/international best practices to address inactivity and inequalities.
12. Provide expert advice and guidance to inform business planning and future strategy, drawing on insight and stakeholder feedback.
13. Demonstrate leadership and commitment to safeguarding, welfare, equity, diversity, and inclusion.
14. Support the CEO and Executive Team in financial, risk management, governance, and ESG (Environmental, Social, and Governance) matters.



## Our ideal candidate

The successful candidate will have:

1. Proven leadership in managing teams or organisations, with responsibility for personnel and business development.
2. Strong business acumen and experience working with multiple funding partners and Board-level organisations.
3. Expertise in engaging senior decision-makers and leaders across sectors.
4. Communicating with clarity and confidence on strategy, delivery and impact.
5. Proven ability to build and maintain partnerships with organisations and individuals.
6. Skilled in coaching and mentoring others to drive sustainable improvements over time.
7. Confident in addressing underperformance at all levels and implementing effective corrective action.
8. In-depth knowledge of policies impacting physical activity and broader population health.
9. Understanding of Greater Manchester devolution, public service reform, and transformation.
10. Inspirational leader with the ability to motivate and engage others.
11. Excellent communication skills across various mediums, including writing and presentations.
12. Collaborative and inclusive approach, with strong diplomacy and influencing skills.
13. Ability to maintain a strategic perspective while ensuring attention to detail and impact.
14. Effective in planning, supporting, and evaluating work within complex systems.
15. Strong alignment with organisational values of passion, integrity, and purpose.
16. Committed to developing leadership capabilities and empowering others.

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

## The way we work





## 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. 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 Family Friendly and Fertility Policies which include 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

GM Moving  
House of Sport  
Rowsley Street  
Manchester  
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## Key Contact

Hayley Lever  
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Greater Manchester Sports Partnership is a company limited by guarantee registered in England and Wales  
Company No. 3258930  
Charity No. 1059115

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