

Role Profile

Reference Number	11005603
Role Title	Sports Facilities Manager
Directorate	Environment
Department	Sport and Leisure
Reports to	Assistant Director, Sport and Leisure Services

Role Purpose

To lead the effective management, development and promotion of the Council's sports and physical activity facilities across the district. The role ensures that facilities are safe, financially sustainable, and aligned to strategic objectives, supporting wider outcomes in health, wellbeing, economic development and community engagement.

The post is also responsible for contributing to strategic planning, including the development of facility investment plans and ensuring alignment with corporate and district priorities.

Accountabilities

Lead the operational management and development of sports and physical activity facilities across the district

Provide strategic and operational leadership for a diverse portfolio of facilities, ensuring they are safe, well-maintained and deliver high-quality services. Oversee day-to-day operations, service standards, and continuous improvement, while identifying opportunities to modernise and enhance facilities in line with changing user needs and organisational priorities.

Manage and motivate a large workforce to deliver high performance and quality service outcomes

Provide clear leadership and direction to a large, multi-site workforce, setting expectations and promoting a culture of accountability, engagement and continuous improvement. Lead on workforce planning, recruitment, development and performance management to ensure the right skills, capacity and behaviours are in place to deliver excellent customer-focused services.

Oversee major capital and maintenance programmes relating to sports facilities

Lead the planning, prioritisation and delivery of capital investment and maintenance programmes, ensuring assets are sustained and improved over time. Work closely with technical, financial and procurement teams to ensure projects are delivered on time, within budget and to required standards, while managing risk and ensuring compliance with governance processes.

Drive income generation, marketing and commercial opportunities

Develop and implement strategies to maximise income and improve financial sustainability of facilities. Identify and pursue commercial opportunities, including partnerships, events, sponsorship and external funding, while ensuring services remain accessible and aligned with community needs. Promote facilities through targeted marketing and engagement activity to increase participation and usage.

Ensure compliance with health and safety, legal and regulatory requirements

Ensure all facilities and activities operate in full compliance with relevant legislation, standards and Council policies. Maintain robust systems and processes to manage risk, particularly in high-risk environments, and ensure staff are trained and supported to meet their responsibilities. Monitor compliance and take corrective action where required.

Contribute to strategic planning and policy development across the Council

Play a key role in shaping the strategic direction of sports and physical activity provision, contributing to corporate strategies, policies and plans. Ensure the role of facilities is clearly reflected in wider agendas, including health, wellbeing, regeneration and economic development, and provide expert advice to support decision-making.

Develop and maintain partnerships with internal and external stakeholders

Build and sustain effective working relationships across the Council and with external partners including community organisations, governing bodies, educational providers, and commercial operators. Identify opportunities for collaboration to enhance service delivery, secure funding and maximise the impact of facilities.

Deliver against financial, service and performance targets

Take responsibility for achieving agreed financial, operational and service performance targets. Manage budgets effectively, monitor income and expenditure, and ensure value for money. Use performance data and insight to drive continuous improvement and inform decision-making.

Prepare and present reports to committees, boards and senior stakeholders

Produce clear, accurate and insightful reports to inform decision-making at a senior level. Present complex information in an accessible way, providing analysis, recommendations and professional advice to committees, boards and senior managers as required.

Promote equality, inclusion and community engagement across service delivery

Ensure services are accessible, inclusive and responsive to the needs of diverse communities. Promote equality of opportunity through the design and delivery of facilities and programmes, and actively engage with communities to understand needs, reduce barriers to participation and support community cohesion.

Knowledge / Skills / Experience required**Knowledge & Skills**

- Strong understanding of facilities management and strategic asset planning
- Financial and commercial awareness, including budget and income management
- Project management and procurement expertise
- Excellent leadership, communication and stakeholder engagement skills
- Knowledge of health and safety legislation and compliance requirements
- Ability to influence, negotiate and operate at a senior level

Experience

- Significant experience in facilities or asset management (ideally in sport/leisure)
- Experience managing large teams and delivering high performance
- Proven track record managing large revenue and capital budgets
- Experience leading major capital or development projects
- Experience of partnership working and contract management
- Experience working within a political or public sector environment

Qualifications

- Degree-level qualification or equivalent, or relevant professional qualification (NVQ Level 4+)

Dimensions of role (direct/ indirect as applicable) eg total number of staff managed/ total budget/ total scope of role

- Responsibility for a large estate of sports and physical activity facilities
- Management of up to 500 staff
- Accountability for a budget of approximately £8.8m expenditure and £5.5m income
- Responsibility for significant capital and maintenance programmes
- Influences strategic planning and policy development for the service

Structure Chart (role of direct reports)



Key benchmarked competencies, traits and motives required to successfully deliver the role (not required for JE. Informs recruitment, succession planning, development and performance management)

	Leadership & Strategic • Sets clear vision and direction aligned to organisational priorities • Demonstrates political awareness and strategic insight • Drives organisational and service improvement through innovation Performance & Delivery • Creates high-performing teams and cultures • Delivers against financial and operational targets • Manages complex programmes and competing priorities Partnership & Collaboration • Builds strong partnerships across public, private and voluntary sectors • Works collaboratively to deliver shared outcomes Communication & Influence • Communicates clearly and effectively with stakeholders at all levels • Provides professional advice to senior officers and elected members Change & Improvement • Adapts to change and drives continuous improvement • Uses data, insight and external challenge to enhance performance
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