

Strategic Lead - Walk Notts Job Description

Role	Strategic Lead - Walk Notts
Hours of work	Full time (37 hours per week), job share could be considered
Salary	£35,830
Contract type	Until 31/03/2026
Reports to	Strategic Director Nottinghamshire
Location	Your main place of work will be our office in Nottingham. You will also be required to travel across Nottinghamshire to meet with relevant partners. You will work flexibly to suit the needs of the role, some days in the office, some days from home.
Closing Date	Midnight Sunday 4 th February
Interview Dates	Stage 1 interviews (online) week commencing 19 th February Stage 2 interviews (in Nottingham) Monday 26 th February

We are looking for someone to join the team as a Walk Notts Lead in a strategic capacity.

The Lead will work with Active Notts to:

- Enable a significant shift in thinking, and processes leading to fundamental and positive transformation, using our insight, engagement, behaviour change to develop a whole system approach to everyday walking.
- Reduce inactivity and increase participation in walking with a focus on those least active.

The Walk Notts Lead will work with partners to connect, collaborate, influence, and create a culture of walking in our least active communities. The work will be achieved by considering how we better **understand** our communities, **enable** change, and seek continued **support and collaboration with partners**.

What you will do - Understand

Grow our insight and understanding of people and communities.

Create opportunities to:

- Listen to and understand the behaviour, the lived experience, and the motivations of people experiencing the greatest inequalities in being active to update and broaden our insight about walking in local neighbourhoods.
- Support partners and stakeholders to understand and follow this insight-led approach so it becomes their established way of working.
- Share and learn from insight with partners and stakeholders and support colleagues and partners to use this learning to inform future decisions regarding the walking system.

What you will do - Enable

Support and develop people.

Create opportunities to:

- Identify and support new and current leaders, within the system, neighbourhoods, communities and partners, who have the opportunity and ability to influence or help other people to be more active with a focus on everyday walking.
- Model and promote collaborative leadership skills in suitable meetings to show the value of this way of working.
- Identify and support a workforce of ambassadors and volunteers who can energise individuals, families, workforces and groups to walk.

Collaborate across and between partners and sectors.

Create opportunities to:

- Identify new stakeholders who share the same values, motivations and desire to cause change in enabling a more positive, effective, joined up approach to walking. This will involve working across different sectors, at different levels with new and existing organisations. This will include local authorities, public health, health services, education (including Further Education and Higher Education), voluntary sector organisations and delivery organisations.
- Build open and honest relationships with individuals and organisations and support them to work out what role they can play in ensuring walking contributes to the vision and/or shared aims in Making Our Move.
- Bring together key partners in relevant networks across the City and/or County, including the Walk Notts Partnership and Strategic Walking Partnership, to coordinate and facilitate the development of Walk Notts
- Work with partners in localities across Notts to enable everyday walking for people and communities that experience the greatest inequalities.

Focus on learning and adapting.

Create opportunities to:

- Support partners to evaluate the impact and value of their work, capture the learning and continue to improve approaches.
- Share learning with colleagues and supported by the marketing team, share this learning more widely.
- Develop and support a network/community of practice for walking to share experience and learning.

Advocate for and influence policy and practice

Create opportunities with owners of policies and processes to:

- Introduce them to, or nudge them along the direction of, the shared vision, shared aims and ways of working in Making our Move.
- Share data, insight and learning to inform how certain policies and processes could make it harder for people to walk more.

What you will do - Invest

Target and align investment.

- Support new and current partners to focus their capacity and resource on the people and neighbourhoods that experience the greatest inequalities to be active.
- Support walking system networks to access new funding to support the shared vision and shared aims of Making our Move.

What you will do - Deliver

- Provide vision, leadership and commitment in safeguarding, equity, inclusion, and diversity matters, with colleagues and stakeholders.
- Work with a member of the marketing and comms team to develop and co- manage delivery of a marketing and communications plan including: a Walk Notts website, digital offers relating to supporting walking and relevant social media communications.
- Prepare a quarterly and yearly report on the progress of the work, highlighting achievements, lessons learnt and updates to be shared with internal and external partners.

Number of line reports

None at present.

Budget responsibility

Walk Notts delivery and enabling budget (less than £35k over the 2 years)

We are looking for someone to join us who:

Essential:

- Believes in the importance of physical activity being safe and inclusive for everyone.
- Believes in our values and behaviours.
- Has the ability to develop relationships and influence to gain commitment and trust.
- Is committed to reducing inequalities in physical activity and understands that some neighbourhoods and communities need more support.
- Has experience of working, communicating and influencing at multiple levels across a system.
- Understands working with complexity and is comfortable with it, comfortable with organic conversations and not knowing all the answers.
- Is a strong communicator (verbal and written), facilitator, and an advocate.
- Can plan, organise, and prioritise own workload to meet internal and external deadlines.
- Is competent at articulation and interpretation of data and insight - and using appropriate mediums depending on the audience, through presentations, written reports, emails, face to face interactions etc.
- Can travel around the county to attend meetings including evenings and weekends.
- Is self-reflective, self-aware and adapts own behaviour.

Desirable:

- Has experience of setting up, planning, and facilitating group conversations and meetings online and face to face.
- Has public/voluntary sector experience.
- Has experience of working collaboratively with external partners to develop and/or deliver a shared purpose.
- Has experience of being a leader (officially/unofficially/professionally/voluntary).
- Understands the value of learning, the need to make time for this and the need to share findings with colleagues and partners.
- Is a good listener and good at asking questions.
- Is able and willing to challenge, in a positive way.
- Understands the value of being humble.

If you're passionate about addressing inequalities and physical activity, we welcome your application. We encourage people to join our organisation from all walks of life, you don't need experience in the sport and physical activity sector to work for us. Disabled people and those from global majority communities are underrepresented in our workforce and are particularly encouraged to apply.

Please note, we are unable to support employees with Visa costs. Proof of Right to Work in the UK is essential and will be requested during the application process.