Job Description

Job Title: **Active Schools Manager**

Responsible to: **Head of Sport, Physical Activity and Inclusion**

Grade: **7 (£43,980 per annum FTE)**

Job Purpose:

The Active Schools Manager provides strategic and operational leadership of the Active Schools Programme across the Stirling Council area, supporting children and young people to be more active, more often, and to establish lifelong healthy habits. The role leads the development and delivery of school based and community based physical activity opportunities aligned to:

- Stirling's Sport, Physical Activity & Wellbeing Strategy
- Stirling Council's Education Service Strategic Plan
- Stirling Children's Services Plan (key workstream)
- sportscotland's Corporate Plan

The postholder will work collaboratively with a wide range of local, regional and national partners to enhance participation opportunities, strengthen pathways and ensure Active Stirling's ambition of being *the* destination for sport, physical activity and wellbeing is delivered.

Key Workstreams (Strategic Responsibilities)

1. Lead Active Stirling's contribution to Stirling's Children's Services Plan
    - Embed physical activity, wellbeing, and inclusion outcomes across Children's Services Plan priorities, ensuring strong alignment between Active Stirling delivery and wider multi-agency objectives for children and young people.
    - Ensure Active Schools programming delivers against key preventative and targeted priorities, including early intervention, reduction of health inequalities, engagement of priority groups, and the promotion of whole-school wellbeing approaches.
    - Lead the strategic development and delivery of PEPAS (Physical Education, Physical Activity and Sport) across Stirling's schools, working in close partnership with Education

colleagues to secure consistent commitment and impact across all seven Learning Communities.

- Actively contribute to key Education and multi-agency working groups, including those focused on Children and Young People with Disabilities, Child Poverty, and Corporate Parenting, ensuring sport and physical activity are embedded within wider system planning.

- Provide high-quality strategic reporting and insight, informing multi-agency planning structures and supporting evidence-based decision-making at local and system-wide levels.

2. Lead the engagement of schools' work in developing sport and physical activity opportunities for their pupils and contributing to Stirling's Sport Physical Activity and Health Living Strategy

- Collaborate strategically with Stirling Council colleagues to ensure that school-based outcomes are fully integrated and reflected within Stirling's Sport, Physical Activity and Healthy Living Strategy, strengthening alignment across education and community priorities.

- Lead partnership planning with schools, ensuring strong awareness, engagement, and commitment to Stirling's Sport, Physical Activity and Healthy Living Strategy, alongside alignment with Education's strategic priorities.

- Provide leadership to the Active Schools team and school partners to design and deliver high-quality, inclusive, and sustainable opportunities that maximise participation in sport and physical activity for children and young people.

3. Lead, manage, and continuously develop the Active Schools workforce, fostering a high-performing team capable of delivering impactful sport and physical activity outcomes across Stirling.

- Provide strong leadership, coaching, and performance management to Active Schools Coordinators and the SportAbility team, supporting professional growth, accountability, and excellence in delivery.

- Cultivate a high-performing, values-driven team culture, embedding the principles of being People Centred, Ambitious, Respectful, and demonstrating Team Spirit and Integrity across all aspects of work.

- Ensure effective workforce planning and development, including robust systems for recruitment, induction, training, mentoring, and staff wellbeing to sustain a motivated and resilient team.

4. Lead and manage a portfolio of key partnerships, including all Stirling Council schools, ensuring strong, collaborative relationships that support the delivery of high-quality sport and physical activity opportunities.

- Provide strategic leadership for partnership working across all primary, secondary, and ASN schools within Stirling's seven Learning Communities, ensuring a consistent, inclusive, and place-based approach to delivery.

- Work in close partnership with Head Teachers and senior education leaders to co-design, implement, and evaluate locally responsive Active Schools plans that reflect both school and community priorities.

- Ensure full alignment with Curriculum for Excellence and wider attainment and wellbeing priorities, embedding a strong focus on inclusion and the principles of Getting It Right for Every Child (GIRFEC) in all programme planning and delivery.

5. Provide strategic leadership across key partnerships, building and sustaining effective relationships with stakeholders to maximise impact, alignment, and collaborative delivery of sport and physical activity outcomes.

- Lead Active Stirling's strategic and operational partnership with Forth Valley Disability Sport, ensuring the co-design and delivery of accessible, inclusive, and targeted programmes that meet the needs of people with disabilities.

- Represent Active Stirling within Stirling's Corporate Parenting framework, including active participation in the Corporate Parents Group, and lead the development and expansion of targeted provision to improve outcomes for care-experienced children and young people.

- Strengthen and develop partnerships with national governing bodies of sport, supporting the growth of participation pathways, clubs, festivals, events, and workforce development opportunities across Stirling.

- Act as Active Stirling's representative at the Stirling Youth Providers Forum, contributing to a coordinated, partnership-led approach to youth engagement and opportunities across the local area.

6. Lead the strategic reporting and evidencing of the impact of Active Schools and SportAbility, ensuring outputs meet the diverse needs of key stakeholders and clearly demonstrate programme value and outcomes.

- Oversee and advance the quantitative measurement of Active Schools impact, tracking participation across all individual school pupils in Stirling and maintaining a position as a national leader in the development of robust, data-driven participation evidence.

- Drive the qualitative evaluation and storytelling of Active Schools and SportAbility impact, utilising a range of brand communications approaches including social media, PR activity, and case studies to showcase outcomes and lived experiences.

- Develop and manage partner-aligned KPIs, ensuring they are clearly linked to strategic priorities and effectively measured, monitored, and reported through Active Stirling systems.

What's expected of you

We recognise that our team members are at the heart of everything we do. We want to ensure that we recruit the right people and develop them in line with our values of People Centred, Ambitious, Respect, Team Spirit and Integrity. We believe that our values are instrumental in the way we carry out our business and behave each day. The duties and how we expect you to carry out this role are listed under each of the following values.

People Centred – People are at the centre of everything we do

You will:

- Create a welcoming, inclusive environment where children, young people, families and staff feel valued and supported.

- Be visible, approachable and supportive, leading with openness, empathy and care.

- Lead, support and develop the Active Schools and SportAbility teams, helping people to thrive and do their best work.

- Foster a culture of care, wellbeing, professionalism and shared purpose, where people feel respected and connected.

- Build trusted, proactive partnerships that help make Active Stirling a valued partner of choice.

Ambitious – Pushing ourselves to be at the top of the game every time

You will:

- Lead the ongoing growth and development of the Active Schools Programme, always looking for ways to strengthen its impact for children and young people.
- Build a strong understanding of each Learning Community and its priorities, so support is responsive, relevant and meaningful.
- Encourage curiosity, fresh thinking and new ideas, creating space for staff to shape and improve the service together.
- Build strong, positive relationships with local, regional and national partners to create more opportunities for children and young people.
- Support the Senior Leadership Team with business planning and strategic projects that help shape the future of sport and physical activity.
- Inspire and support internal and external partners to keep raising standards and striving for the best possible outcomes.

Respect – Everyone counts

You will:

- Model inclusive leadership that values every voice and helps people feel heard, respected and included.
- Coordinate high-quality learning and development opportunities for coaches, teachers, staff and volunteers to help them grow in confidence and capability.
- Build clear and consistent communication with communities, schools and partners, helping relationships stay open, connected and collaborative.
- Ensure your work reflects and supports Stirling's Sport, Physical Activity & Healthy Living Strategy, contributing to shared goals and lasting impact.

Team Spirit – By working together, we work better

You will:

- Lead by example and foster a collaborative, supportive team environment.
- Ensure effective communication across teams and with senior management.
- Strengthen links between schools, local clubs, community groups and pathway partners.

- Engage in organisation wide leadership and development forums.

Integrity – We do what we say we'll do

You will:

- Be accountable for programme delivery, outcomes and performance reporting.
- Oversee financial planning, budget management and funding applications.
- Ensure compliance with all policies, procedures, health & safety requirements and operating standards.
- Lead the monitoring and evaluation framework for Active Schools.
- Serve as a key member of the critical incident management team.
- Continue to increase the profile of Active Schools, SportAbility and the wider team.

Working Hours

Working a variety of hours typically 5 days over 7 days to meet the requirements of the role.

Additional comments

Every job description in the organisation will be subject to a review either:

- on an annual basis at the time of the annual appraisal meeting, or
- as a result of a change in strategic direction, or
- as a result of a team/ operational requirements, or
- as a result of agreed performance appraisal needs and objectives, or
- within six months of appointment.

Personal Profile

Experience, Skills & Qualifications:

Essential:

- Degree-level education or GTCS registration.
- Knowledge of the Active Schools Network.
- Knowledge of local, regional and national sports policy and structures.
- Experience in managing sport and physical activity programmes in education or community settings.

- Experience in communications, PR and social media.
- Experience in partnership working.
- Strategic and operational awareness.
- Experience in data-informed planning.
- Experience in primary and secondary schools.
- Excellent verbal and written communication, influencing and negotiation skills.
- Ability to lead and motivate others.
- Ability to plan, prioritise, meet deadlines and work independently under pressure.
- Ability to work effectively as part of a team.
- Ability to lead and develop a team.
- Ability to influence others to improve performance.
- Flexible approach to work.
- Experience in partnership working.
- Resilience and confidence in handling challenges.

Desirable:

- IOSH or equivalent health & safety qualification.
- Business planning experience.
- Experience building strong team cultures.
- Experience with governing bodies of sport and external funding.
- Strong digital and social media competence.

Job Dimensions:

Structure:

