

**TOGETHER
ACTIVE**

Staffordshire & Stoke-on-Trent

PLACE LEAD

RECRUITMENT PACK

July 2025



TOGETHER ACTIVE

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Dear You (Whoever you are)

You might not have been looking for a job. Maybe you were scrolling aimlessly. Maybe you've been in rooms where 'system leadership' was a buzzword, not a practice. Maybe you've been quietly frustrated, sensing that something isn't working, but unsure where to put your energy to change that.

We're Together Active. We work across Staffordshire and Stoke-on-Trent to make it easier for people to be active, in ways that work for *them*. But more than that, we're trying to change how systems behave, so they include, rather than exclude.

To help that, we're now recruiting **two Place Leads**, one which will focus on **Stoke-on-Trent**, and one which will focus on **East Staffordshire**. However, both will be expected to work across Staffordshire to build collaborative practice across the whole footprint.

This role focuses on how things join up... or don't. You'll be the link between what matters to people and how decisions get made. Not running new initiatives, but making existing ones make more sense. You'll help link what's happening on the ground with what's being decided in boardrooms, and challenging the logic behind it not happening already.

You won't have all the answers. But you'll help ask the right questions. And you won't be going it alone; you'll be coordinating a partnership of people from across the system, all wanting to make change, but needing guiding as to how.

If you've ever found yourself wishing there was a way to make real change, and not defaulting to what's always been done, or having to be the loudest in the room... this might be it.

We look forward to hearing from you.

Warmly,



Carly Jones
Chief Executive



Who we are

We're Together Active, a charity working across Staffordshire and Stoke-on-Trent to make it easier for people to be active in ways that fit their lives.

We focus on the systems that shape who gets included, and who doesn't. That means looking beyond individual behaviours to understand how policy, funding, culture, and place shape people's choices, freedoms, and access to movement. We support local organisations, influencing decision-makers, and helping the system work better for the people it serves.

We began nearly 20 years ago as a County Sport Partnership, hosted within local government. In 2020, we became an independent charity so we could make tackling inequality our core purpose. Today, we're part of a national network of Active Partnerships, but our work is grounded in the needs and realities of our region.

Our focus is where exclusion is most deeply felt: in Stoke-on-Trent and the parts of Staffordshire where poverty, poor health, and marginalisation have shaped daily life for too long. We don't deliver programmes. We don't duplicate what's already working. Instead, we build the conditions for long-term change, by connecting people, making sense of complexity, and helping good work take root.

We believe that being active, being connected to your body, your community, and your choices, shouldn't depend on your postcode, income, health status, or identity.

That belief runs through everything we do.

Our aims



Work with partners to improve the prevention pathway for mental health



Test new ways of working with socially excluded groups to increase opportunities for them to be active



Prove that physical activity has a critical role to play in community development

Our Vision

Design out inactivity across Staffordshire and Stoke-on-Trent

We work to make movement possible for everyone, especially where it's been made most difficult.

We focus on the people most likely to be excluded: those living on low or no income, with poor health, discrimination, or long-term structural disadvantage. Our strategy for 2024-2030 centres on Stoke-on-Trent and the parts of Staffordshire where inequality is most entrenched.

We use a principle called **universal proportionalism**: everyone should have support, but some people need more.

This is long term work. It's about shifting how systems behave, not delivering quick fixes. That means listening closely to lived experience, using data with care, and building partnerships that last. It also means being honest about where things aren't working, and brave enough to change them.

Our priority groups

- **Low or No Income, intersecting with:**
- **Race and/or cultural heritage**
- **Physical Disability**
- **Gender**
- **Experiences of mental health distress or a mental health condition**

“
Our aim is to use physical activity as
a vehicle to keep people included
”

Carly Jones, CEO

How we value you

We're committed to building a team that better reflects the communities we work with. That means making equity part of everything we do, including how we recruit, support, and develop our people.

We know we have more to do. Our current team doesn't yet reflect the diversity we want to see, and we're actively working to change that. If you identify as disabled, neurodivergent, LGBTQIA+, from a global majority background, or have experienced exclusion in other ways, we especially encourage you to apply.

Every application is assessed on merit. Where candidates are equally qualified, we may use positive action in line with the Equality Act to support candidates from underrepresented backgrounds, particularly in relation to race and disability.

We offer

- 27.5 days of annual leave (plus bank holidays), rising with service
- Three additional leave days over Christmas
- Up to 8% employer pension contribution
- Enrolment with a health plan subscription
- Volunteer day
- Cycle to work scheme
- Access to counselling services
- Death in service benefits
- Professional development opportunities
- An annual CPD allowance
- A library of online learning tools
- Flexible working where you're trusted to manage your time
- And a working environment where curiosity, challenge, and care are welcomed

We care about the work, but we care about the people doing it too. We know how demanding system work can be. It requires patience, creativity, and emotional labour. That's why we're serious about building a culture that's rooted in our values of **compassion, creativity, inclusivity, and collaboration.**

Our team works flexibly, with a mix of home, office, and in-person time across Staffordshire. We focus on outcomes, not hours at a desk. We'll agree what works best for you and the role together. We're based in Stafford, but our work takes us all over the county, and candidates will need to be able to work flexibly to support that.



We value people
for **who they**
are, not just
what they do

The Role

Role Profile:	Place Lead x2 (1x East Staffordshire and 1 x Stoke-on-Trent)
Reporting to:	Head of Policy and Strategy
Salary:	£30,000-£40,000 pa (fixed term)
Hours:	Full time 35 per week
Location:	Hybrid

Role Summary

This role will help drive our place-based work across Staffordshire and Stoke-on-Trent. The Place Lead is central to building the conditions for more connected, community-driven systems that support people to move more, in ways that matter to them.

This is not a traditional programme management role. Instead, it's about holding complexity; making senses of what's already in motion, helping others see the patterns emerging, and ensuring that insight and action stay connected across different parts of the system.

You'll be working closely with partners, community organisations, decision-makers, and internal teams. The role sits at the centre of multiple workstreams, but not as a controller. Instead, you'll act as a thoughtful thread, making learning visible, keeping governance connected, and helping energy and ownership sit in the right places.

Your focus will include:

- Building local capacity to improve wellbeing outcomes in our priority places, with a strong emphasis on reducing inequality in access to movement.
- Supporting a more coordinated, accountable, and values-led partnership approach, especially at the strategic level.
- Creating space for grassroots and community voices to shape decisions and delivery, not just respond to them.
- Helping establish a coherent approach to place-based working across Staffordshire and Stoke-on-Trent, grounded in relational ways of working, co-production, and adaptive learning.
- Developing a strong learning and evaluation framework that can demonstrate real change, not just in outputs, but in how the system behaves.

This work will be layered, relational, and often non-linear. It will suit someone who is comfortable in holding ambiguity, can work both at strategic and community levels, and knows how to move things forward with clarity and care.



What does this mean day to day?

No two weeks will look the same, but here's a sense of the rhythm:

You'll spend time **listening to what's emerging in communities, building trust with partners**, and **making sense of how insight, decisions, and action** travel across the system.

You'll support our **governance groups**, coordinating agendas, shaping recommendations, and helping hold people gently but clearly to account for the things they've committed to.

You'll track where energy is building, where its leaking, and where attention needs to shift. That means spotting patterns, asking difficult questions, and making sure conversations lead to decisions, and decisions lead to change.

You'll need to hold contradictions without forcing resolution: where different truths exist at once, where progress creates new tensions, and where outcomes are unclear. Critical thinking is key; this role is as much about reflection and challenge as it is about delivery.

Some days you'll be co-designing a development session. Other days, you'll be reflecting on what's working, what's drifting, and how we bring things back into focus. You'll be supported by a small team who care about doing this work well, with clarity, kindness, and a shared sense of purpose.

There are two roles available, one focussed on Stoke-on-Trent, and the other on East Staffordshire, but both will be expected to work across the whole of Staffordshire.

Role Outcomes

- Improve wellbeing outcomes for families as part of place expansion work
- Connected, vibrant, proactive system of partners working in core priority places
- Grassroots, community organisations in our priority places are part of decision making
- Robust learning and evaluation framework in place the can effectively demonstrate the our impact across systems and directly for people living in place
- The people who need to understand and demonstrate system leadership do
- Coordinated, coherent approach has been developed to place based working in areas of focus.



Line Management Responsibilities

This role does not currently have direct reporting lines but may be involved in support and supervision for other key roles across the partnership including volunteers as the work develops.

Who we're looking for

We don't expect perfection, but this isn't an entry level role. You'll need to demonstrate these qualities through meaningful examples, especially in complex or uncertain contexts where the outcomes mattered.

Curious and thoughtful - you ask the questions that unlock stuck thinking, and you don't stop at surface-level answers. You've led work where your curiosity helped shift direction, challenge assumptions, or reveal what was really going on. You seek perspectives other than your own, and use your insight to guide action.

Comfortable with complexity - You've operated in systems with multiple stakeholders, fuzzy goals, and conflicting pressures. You can sit with that messiness and help others stay focused without oversimplifying. You've shown this in more than one context.

A strong communicator - You can hold space without taking it over. Whether in a community meeting or a strategic board, you help people feel heard and keep the conversation productive, even when there's disagreement. You've facilitated, convened, or influenced in settings where the stakes were real.


Relational, not performative - You build trust slowly through action. People come to rely on you not because you say the right things, but because you show up consistently and navigate power with care. You've worked across lines of difference and know how to keep relationships at the heart of the work.

Organised and intentional - You've led or co-ordinated multi-stranded work without losing the thread. You can hold competing timelines, spot drift, and rebalance when needed. You make decisions about pace, when to push, when to pause, and can show examples of where that judgement helped land work well.

Independent but connected - You take initiative and own your own learning. You don't wait to be told, but you also know when to loop others in.

Able to hold others to account, without blame - You can challenge people in ways that don't create defensiveness. You can keep momentum alive without bypassing complexity. You can show how you've done this across power dynamics.

Actively committed to equality - You recognise structural disadvantage and know how it shows up in policy, process, and practice. You've named and challenged it in your work before, and you understand that inclusion has to be designed.



We know people gain skills in different ways. Whether your experience comes from paid work, volunteering, community organising, caring responsibilities, or less traditional routes, we value it all equally. There are no barriers to how you show you meet the requirements for this role. You'll be assessed against the person specification, so please make sure your application clearly speaks to the qualities and experiences listed there.

As part of our commitment to inclusion, we know that written applications can be a barrier for some, but we really value getting the right person for every role. So, we offer a short informal conversation with our CEO Carly to all candidates as part of our shortlisting. This helps us understand you better, surface skills and experiences that might not show in an application, and give you a chance to ask any questions you have.

If you're unsure whether this is for you, apply anyway. If the work speaks to you, we want to hear from you.

How to Apply

- ✓ Please submit your CV and a cover letter answering the three questions on the job advert to [**HR@togetheractive.org**](mailto:HR@togetheractive.org)
- ✓ If you have accessibility requirements and need to submit your application in an alternative form, contact us by emailing [**HR@togetheractive.org**](mailto:HR@togetheractive.org).
- ✓ When you apply, tell us about how your experiences connect with what we've described in this pack. Real examples help us understand how you think and work.

If you've got questions about the role or want to talk it through informally, just drop us a line at [**HR@togetheractive.org**](mailto:HR@togetheractive.org) or call **Lottie Smith on 07736 943549**.

We're running a rolling recruitment process, so if your application feels like a good fit, we'll be in touch within a week to arrange a conversation.

Unfortunately, we're a small team and can't offer feedback to everyone at the shortlisting stage, but we really do value the time and thought people put into applying.

Together Active is committed to safeguarding and promoting the wellbeing of the communities we work with. All staff and volunteers are expected to share that commitment. Depending on the role, this may include an enhanced DBS check

TOGETHER ACTIVE

Staffordshire & Stoke-on-Trent



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