



**TOGETHER
ACTIVE**

Staffordshire & Stoke-on-Trent

INSIGHTS OFFICER

RECRUITMENT PACK

MAY 2026



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TOGETHER ACTIVE

Staffordshire & Stoke-on-Trent

Dear Applicant

Thank you for your interest in the position of Insights Officer at Together Active, a leading charity in Staffordshire and Stoke-on-Trent focused on designing out inactivity in our region.

As part of our continued growth- the Insights Officer will be a key part of Together Active, helping us to make informed, evidenced-based decisions to support our priorities.

This is an incredibly exciting time to join our organisation. We have been through a significant transformation and are reshaping how we work to ensure we are able to reach the people who would most benefit from our support. We've launched a new strategy and have a whole new team to help deliver our outcomes.

Our plans are challenging, exciting and ambitious because they have to be. If you believe we can help improve people's life outcomes by ensuring they are not left out of the systems and structures that should exist to support them, we want to hear from you.

Being accredited by the Race Code is one of the ways we demonstrate our commitment to becoming an anti-racist organisation but we still have a long way to go and much to do. Equality and diversity achieved through equity is important to us. We recognise our organisation is currently underrepresented by black and minoritised people, LGBTQIA+ people, and people with a disability. If you identify with any of these characteristics, your application is especially encouraged. We also are keen to encourage applications from people who may have faced social exclusion or are from a background where this has been the experience of your household.

Yours faithfully,



Carly Jones
Chief Executive



Who we are



Where we've come from

We were originally formed as a County Sports Partnership and operated under a local authority. After almost 20 years as Sport Across Staffordshire and Stoke-on-Trent, we were keenly aware that if we wanted to support the people who need us the most, we had to shift our focus. Our ambitions were not just about sport but in ensuring that everyone has the opportunity to be active in the way that works for them. And in doing so, we could create more opportunities for people to live happy, healthy lives. So, in 2020 we took the step to register as a charity, and became **Together Active**.

Where we are today

Together Active is an Active Partnership, which means we benefit from being part of a network of 43 organisations whose purpose is to tackle inequality through the lens of physical activity. Today, we work to make sure that the right systems and services exist for people to be able to lead happy and healthy lives.

Our **aims** are to:



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

Both our new strategy and our Theory of Change are clear that our focus of our work must be in Stoke-on-Trent for the foreseeable future, with further targeted work in areas of highest deprivation across wider Staffordshire. We know that if we achieve our aims, we can collectively reduce the strain on health and social care services and support an early intervention approach. This in turn will help to create meaningful improvements to the lives of the people in Staffordshire and Stoke-on-Trent.

Together Active does not directly deliver services and our role is in ensuring we create the conditions and space for existing organisations, brilliant at what they do, to keep doing it. We work in a systemic way to tackle the structural issues that prevent access to physical activity and connect strategic decision makers to the real life experiences of the people they work for.

Our Vision

Design out inactivity across Staffordshire and Stoke-on-Trent

Our new strategy covers the period 2024-2030. Our focus is on the people that are most likely to feel the impact of structural inequality preventing or limiting their ability to lead an active, healthy life. Our aim is to use physical activity as a vehicle to keep people included.

Our approach is based on universal proportionalism. That means we'll allocate our resource where it's needed the most. This is based on evidence, data and experience. In our region, poverty disproportionately impacts the residents of Stoke-on-Trent compared to the wider county of Staffordshire. That's why we will work more in Stoke-on-Trent than any other part of the region for the duration of this strategy.

We know how household income intersects with other inequalities people experience has a big impact on how active they can be. That's why we'll also be focusing on people who experience or are at risk of exclusion because of their:

- Gender
- Race and/or cultural heritage
- Physical Disability
- Lower Income
- Experiences of mental 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

At Together Active we know that our people are our most valuable asset. We have recently launched our **People Plan** that sets out how we put the welfare and wellbeing of our staff at the heart of the organisation. In addition to fair salaries with clear opportunities for pay progression, we offer the following benefits:

- **Generous Health & Wellbeing Cash plan** - including access to a virtual GP any day anytime, cash back towards the cost of everyday healthcare expenses like dental check-ups, eye tests, and physiotherapy sessions. Discounts to gym memberships and retail discounts such as cinema tickets and your weekly shop.
- **4 Day Working week Organisation** - our full time staff currently work a 4 day working week with no reduction to pay or holiday allowance, (pro rata'd for part time staff), allowing us time to be active in a way that works for us.
- **Generous annual leave allowance - 27.5 days** upon commencement of employment plus bank holidays. (pro rata for part time staff).
- **Three concessionary days** leave over Christmas and New Year (pro rata for part time staff)
- Death in service scheme up to the value of three times actual salary
- Volunteer day to spend either as a team or individual helping out with an organisation or cause you select
- Up to **8% employer** contribution to pension scheme
- Access to **Cyclescheme**
- Online skills training platform - for employees to use to broaden their professional and personal development across a range of online courses
- Access to counselling service

We are committed to working flexibly and we mean it. Most people in our team are hybrid workers and we tend to congregate in the office approximately twice per week, currently a Tuesday and Thursday. We are focused on outcomes and the impact that we make, not counting the minutes you're sat at your desk.

Our office is currently based at Staffordshire University Business Village with free parking on site.

Each applicant will be individually assessed regardless of age, gender, ethnicity, sexual orientation, disability, religion or belief and we will use positive action on the basis of race and/or disability in the case of a tie break situation.



**We know
our STAFF
are our most
valuable asset**

The Role



Role Profile: Insights Officer

Reporting to: Head of Policy & Strategy

Salary: £28,000 pro-rata (£16,800 actual)

Hours: Part Time - 19.5 hours per week

Location: Hybrid (between our office, at home and across Stoke and Staffordshire)

Role Summary

The Insights Officer will play a key role in making sure that Together Active makes informed, evidence-based decisions to support its priorities. This role involves collecting, analysing, and interpreting data to generate meaningful insights that guide policy development, programme planning, and stakeholder engagement.

The Insights Officer will work across teams to embed a culture of data-driven decision making, so that Together Active's work is informed by robust evidence and aligned with the needs of our communities.

Role Outcomes

Strategic Insights: The team has access to clear and well sourced information which helps them plan, make decisions, and progress our policy, advocacy, and strategic work.

Strong Evidence Base: We build and maintain a reliable collection of data and insight that shows how physical activity benefits health, social inclusion, and community development.

Effective Use of Data: Our data is easy to access, well-analysed, and communicated clearly to the team and partners.

What does this mean day to day?

All tasks directly support the outcomes above, with support from your manager.

You could expect your tasks to look like:

- Collecting and analysing data to support Together Active's goals and community projects.
- Providing clear and timely analysis to help the team make informed decisions.
- Tracking trends and measuring how activity levels and health outcomes are changing, especially in underrepresented communities.
- Managing Together Active's CRM system and other tools to help us collect accurate and reliable data.
- Working with the wider Policy and Strategy team to turn data into useful recommendations that support advocacy and programme development.
- Spotting gaps in the data and suggesting ways to collect missing information.
- Creating methods to measure how well Together Active's work is achieving its goals.
- Supporting the team to map the wider impact of our work in communities.
- Preparing reports, charts, and presentations that explain key findings in a clear and engaging way.
- Ensuring data insights reflect the real experiences of communities, especially those who face the greatest challenges.
- Ensuring Together Active meets data protection requirements.
- Helping the team develop useful ways to evaluate projects using both numbers and personal stories.
- Working with research partners and local organisations to share insights and align with wider sector trends.
- Support the team by collecting data for the Active Lives survey.

Line Management Responsibilities

This role does not have any direct line management responsibilities.



Person Specification



Essential

1. Genuinely curious; interrogates data rather than just reporting it, notices what's missing, and is more interested in the question behind the question than the headline finding.
2. Spots gaps in evidence and brings ideas for how to address them, without waiting to be asked.
3. Reads qualitative material well, comfortable working with interviews, conversations, and community voice to draw out themes and meaning that quantitative data alone won't show.
4. Competent and confident with quantitative data, and able to communicate it clearly.
5. Confident building things with data (dashboards, trackers, reporting tools, visualisations) and able to do it at pace. You don't need to be expert in any particular system, but you should be the kind of person who can pick up a tool, work out what it can do, and have something useful built within weeks rather than months.
6. Brings creativity to how insight gets captured, made sense of, and shared. Willing to try things, design new approaches, and move on from what isn't working.
7. Works alongside colleagues to build better ways of capturing and using insight, treating data as something the whole organisation shapes rather than something one team owns.
8. Communicates findings in ways that are clear, engaging, and pitched to the audience in front of them.
9. Understands that data about communities should be shaped by those communities, and is alert to how insight work can either centre or sideline lived experience.
10. Familiar with outcomes-based thinking and evaluation as ways of understanding impact.
11. Comfortable using Microsoft Office and confident picking up new tools and systems.
12. Understanding of data protection and good information governance.
13. Committed to physical activity as a route to better health, stronger communities, and reduced inequality across Staffordshire and Stoke-on-Trent.

Desirable

1. Working knowledge of data analysis or visualisation tools beyond Excel, for example Power BI, Tableau, SPSS, R, or similar.
2. Experience using CRM systems to organise and analyse data.
3. Familiarity with Active Lives or similar population-level data sources.
4. Experience of qualitative analysis methods such as thematic analysis, coding, or community-led research.
5. Experience of working in the voluntary, health, or physical activity sectors.
6. Lived experience of issues facing our communities.

How to Apply



- ✔ Please download and complete the application form and equality monitoring form. We will not accept CVs or cover letters. Your completed application should be returned to hr@togetheractive.org
- ✔ If you have accessibility requirements and need to submit your application in an alternative form, contact us by emailing hello@togetheractive.org
- ✔ Your application will be assessed based on how well you meet each element of the person specification, so please use concrete examples to illustrate this

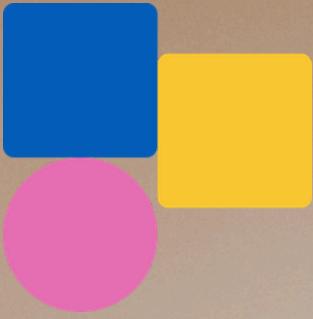
Recruitment Timeline



If you'd like an informal chat about the role or have any questions, please contact us using the email address provided above.

We greatly appreciate the time and effort people take to apply for roles. However, due to the small size of our team, we unfortunately cannot provide feedback to candidates at shortlisting stage. If you have not heard from us within two weeks of the closing date, please assume you have been unsuccessful on this occasion.

Together Active are committed to Safeguarding and Promoting the Welfare of the communities we work with. We expect all staff and volunteers to share this commitment and to undergo appropriate checks, according to role which can include an enhanced DBS check.



TOGETHER ACTIVE

Staffordshire & Stoke-on-Trent



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