

Community Activator

East Staffordshire

| Recruitment pack

September 2026



BURTON UNITY

**TOGETHER
ACTIVE**

Staffordshire & Stoke-on-Trent



A photograph of two women in a park. The woman on the left is wearing a black hoodie with white text and a red and black helmet. The woman on the right is wearing a blue jacket and a black helmet, and is sitting on a bicycle. They are both smiling. The background shows a grassy area with trees and a wooden structure.

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Welcome from our CEO



Thank you for taking the time to find out more about this role and about Burton Unity.

If you are reading this pack and wondering whether you could see yourself doing this work, I hope you will read on.

At Burton Unity, we care deeply about people and the communities around us. We are looking for someone who shares that curiosity, someone who wants to understand people's experiences, build genuine relationships and help create change alongside communities.

You don't need to come with all the answers. In fact, some of the most important work we have ever done at Burton Unity has started with something very simple: a conversation.

A woman explaining why she has never felt comfortable joining an activity.

A parent sharing why an opportunity doesn't work for their family.

A young person voicing an idea nobody has asked them about before.

Or someone explaining that culture, faith, language, confidence, discrimination or simply not feeling represented has made it harder for them to take part.

Behind every statistic about inactivity, inequality or poor health are real people, real experiences and often barriers that are not immediately visible.

Burton Unity has grown by spending time in our communities, listening to those experiences, building trust and, importantly, doing something with what we hear.

That is why I am particularly excited about the Community Activator role.

This is an opportunity to spend time with people, listen, notice what others might miss and help us understand what needs to change.

Our doors are open to everyone, but we also recognise that being open to everyone does not automatically mean everyone has the same opportunity to take part.

We are particularly committed to ensuring that communities who have historically been overlooked, underrepresented or less well served are not overlooked again. We want to understand the wider barriers that shape participation, build trusted relationships, test new ideas, learn from what works and what doesn't, and make sure the voices and experiences of local people genuinely help shape what happens next.

If this way of working speaks to you, I hope you will consider applying.

You will be joining people who care deeply about our communities, value different perspectives and believe that meaningful change begins by listening.

We would love to hear about you, your experiences and what you could bring to Burton Unity and to this work.

Warmly,

Shamreen Gulzar
CEO - Burton Unity

About us



BURTON UNITY



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Burton Unity

Burton Unity is a community-led organisation based in Burton upon Trent, working with women, children, young people and families.

Our mission is to create healthier, more connected and more confident communities by ensuring people have genuine opportunities to participate, belong, influence and lead.

We bring people together across different races, cultures, faiths and backgrounds through physical activity, wellbeing, outdoor experiences, family and youth programmes, community engagement and opportunities for leadership.

At the same time, we recognise that being "open to all" does not automatically create equal access. Race, faith, culture, language, discrimination, confidence, caring responsibilities, cost, transport and previous experiences of services can all affect whether someone feels able to participate.

We therefore take particular care to create trusted, culturally sensitive and faith aware spaces and pathways for communities who are often overlooked, underrepresented or less well served by mainstream provision, including Global Majority and faith communities.

This is not about excluding anyone. It is about recognising inequality and intentionally removing the barriers that mean some people have had fewer opportunities to participate, feel welcome or have their voices heard. Relationships sit at the heart of how we work. We spend time within communities, build trust, listen to people's experiences and work alongside them rather than assuming we already know what they need.

We believe meaningful change starts by asking:

Who is missing? Why are they missing? What is getting in the way? And what can we do differently?

A word from Together Active

Thank you for your interest in being a Community Activator. We are excited to work with and support [Burton Unity](#) as Hosts of a Community Activator. Partnership working is at the core of how we work.

We are the facilitators of the Place-Based Work in East Staffordshire, funded by Sport England. You will work for Together Active but be seconded to [Burton Unity](#) for the duration of your contract. We work in partnership with [Burton Unity](#) and others in East Staffordshire to make sure that people who experience the biggest barriers to physical activity are listened to, included in producing activities, and feel pride in their Place.

This is an exciting time to join, as we are at the early stages of our journey. Sport England's Place-Based Expansion work has been going ahead since 2018 across the country, and we are really excited for the investment and ways of working to be coming to East Staffordshire.

If you would like to learn more about Together Active's work, please see our [website](#).



About Place-Based Working

Instead of delivering the same approach everywhere, we listen to what matters locally and build on what is already strong. We work alongside residents, organisations and partners to understand what helps and what gets in the way of people being active and feeling well.

In East Staffordshire, this works brings together local organisations, services and communities into a shared Place Partnership. Together, we learn, test new ideas and adapt as we go.

Our goal is:

- To support more people to be active in ways that work for them
- Improve the health and wellbeing of local residents who are experiencing barriers to being as healthy as they could be
- Make sure more voices are heard, especially those who are often missing.

What we mean by 'physical activity'

Physical activity includes all forms of movement such as exercise, sport, and everyday activities that help improve health and wellbeing.

Where you come in

Community Activators play a key role in making this work happen.

You will be the link between people and the wider partnership, helping to bring everyday experiences, ideas and challenges into the work. What you hear, see and learn will be a big part of shaping what happens next.

You won't be doing this alone. You will be supported by Burton Unity and Together Active and will work closely with the other Community Activators and partners.





The Role

Role Profile: Community Activator

Hours: Part-time, 24 hours per week (possible weekend and evening work)

Length of contract: 18 months (with possibility of extension subject to funding)

Salary: £28,000 pro-rata (£21,000 actual)

Number of roles: 4

Location: Home-based, with regular community-based work across Burton upon Trent and wider East Staffordshire.

Burton Unity does not operate from one central office. The Community Activator will work from home when undertaking administrative duties, alongside spending significant time out within communities, including at Burton Unity activities, community venues, local events, partner organisations and informal community spaces.

Travel: Travel will be needed within and between Burton upon Trent and Uttoxeter. Access to a vehicle and a valid driving licence would be desirable.

The position is employed by Together Active but seconded to Burton Unity. Both organisations are committed to partnership working and supporting the employee for the duration of their contract.

Role Summary

As a Community Activator your role is to work with local people and communities to understand what matters to them and to support more people to be active.

You will:

- Identify spaces to spend time with people in your community
- Listen to their experiences and ideas
- Help explore why some people are experiencing difficulties and barriers to being active
- Support the small changes and activities that can make a difference to people's wellbeing and health.

Each day will look different and feel different. You will shape your work based on what you learn from local people and the organisation you are working with. You will be one of four Community Activators, working together as a supportive group and sharing what you learn.

As community engagement often takes place when people are available, the role requires a flexible approach to working hours. This will include attending and supporting events, activities, meetings, and engagement opportunities during evenings and weekends where required.

Our key focus groups

The groups who have been identified as facing the biggest barriers to physical activity are:

- Children, young people, families in Uttoxeter and Burton upon Trent
- People living with long term health conditions or limiting illnesses
- Families with members with Special Educational Needs and Disabilities, and carers
- Global majority communities, ethnically diverse communities and/or ethnic minority groups and those who are of an or from an immigrant background.
- Shift/Manual workers connecting with large employers

*Women and young people are a focus across these groups.

You do not need to belong to these groups to apply, but we welcome applicants from people who do.

Role Outcomes

As you move through the work, you will have helped to:

1. Improve health and wellbeing in your community
2. Support more people to be active
3. Create space and opportunity to listen to the often marginalised groups.
4. Contribute to the meaningful inclusion of what success looks like for your community.

What would your day to day look like?

Community Engagement

- Be an active and visible presence locally, building trust and relationships in your network.
- Co-produce activities to gather insights into community experiences.
- Support local organisations to test new activity provisions.
- Identify opportunities for informal listening and learning.

Insight & Research

- Collate and analyse feedback and insights for reporting back to the Place Partnership.
- Liaise with members of your community and networks to deepen insights and ensure diverse voices are represented.

Partnership & Collaboration

- Build strong relationships with local providers, influencers, and host organisations.
- Share resources and connections across the Place Partnership.
- Build on what's already working well
- Participate in Communities of Practice and partnership meetings.

Operational & Compliance

- Use templates for reporting and data gathering.





About you

If you are wondering whether or not you would make a great Community Activator, take a look at the questions below. If you answer 'yes', then we encourage you to apply!

1. Are you the kind of person who notices when voices are missing and finds ways to bring them in?
2. Do you keep seeing the same barriers to physical activity and think, "we can change this"?
3. When you hear someone raise a concern, do you like to dig deeper to understand the real issue and work with others to solve it?

As part of your application, it would be beneficial for you to highlight examples of how you meet some of the skills below.

Person Specification

Essential

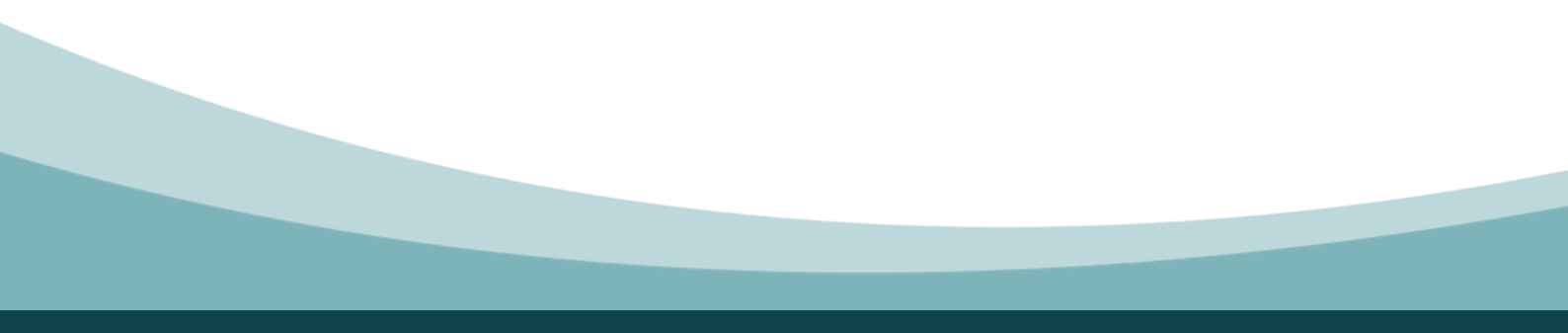
- Communicates ideas clearly, both verbally and in writing
- Actively listens and responds thoughtfully to others
- Works effectively as part of a team and supports colleagues
- Demonstrates problem-solving skills and can find solutions or alternatives
- Able to adapt to change and new environments
- Shows empathy and understanding of others' experiences
- Can manage challenging or tense situations and support conflict resolution
- Supports individuals with additional communication or language needs
- Willing to speak up for self and others and advocate for community needs

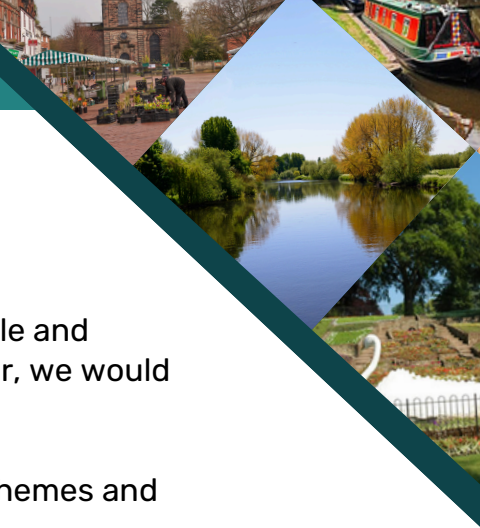
Desirable

- Experience supporting or organising community events or activities
- Proactively seeks learning opportunities and asks for support when needed

We welcome examples that demonstrate these skills from any avenue of your life. For example, employment, volunteering, parenting or caring responsibilities, community organising, or migration journeys.

We require all Community Activator's to fulfil a DBS check. We will support you in this.





How to Apply

We are working towards making the application process as equitable and accessible as possible. Instead of sending your CV and Cover Letter, we would like to hear about you and your experiences in your own words.

To apply, please answer the following questions in relation to the themes and context of the Host Organisation you are applying to.

Application Questions

You and your connection to people and communities

1. Tell us about yourself and your connection to your community or the communities you care about in East Staffordshire. This could be through your work, volunteering, family life or personal experience.

Listening and understanding people and their stories

2. Tell us about a time when you helped make something better for others. This could be something small or large. What was your role?

Scenario-based question

3. Imagine you are attending an event run by Burton Unity. You are there to meet people and understand their experiences of being active (or inactive).
 - How would you go about engaging with people at the event?
 - What would you think about or do, before, during, and after?

Please send your responses to Together Active at the HR email address provided below.

Recruitment Timeline

Date: 15th September 2026
Applications open

Date: 19th October – 25th October 2026
Interviews are held



Date: 11th October 2026
Applications Close

You don't need a specific qualification or background to apply. Your answers will be assessed on how well you meet the person specification listed in the 'About You' section of this job pack. There is no right or wrong way to answer. We are interested in your experiences and how you work with people.

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 belonging to the priority groups mentioned in the case of candidates matched scoring.

Recruitment Support

Please let us know if you need any accommodations at any point. You are welcome to record your answers to the application questions in any of the following ways:

- Written (500 - 1000 words in total) sent via email or document,
- Audio (e.g. 5-10 minutes total), as mp3 file or
- Video (informal, not polished) as mp4 file.

We have two online drop-in sessions to answer questions or queries about the role.

- **Wednesday 30th September, 12:00 PM - 1 PM**
- **Wednesday 7th October, 5:30 PM - 6:30 PM**

To join an online session, please email Amie Hewka at amiehewka@togetheractive.org. We can accommodate in-person and online interviews depending on your preference. Reasonable costs for travel and caring responsibilities can be covered. Please let us know how we can support you.

All communications about this role can be sent to hr@togetheractive.org. Your application will be shared with Together Active and the Host Organisation you are applying to.

We look forward to hearing from you!
All the Best.



Contact Together Active



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