

Community Activator

East Staffordshire

| Recruitment pack

September 2026

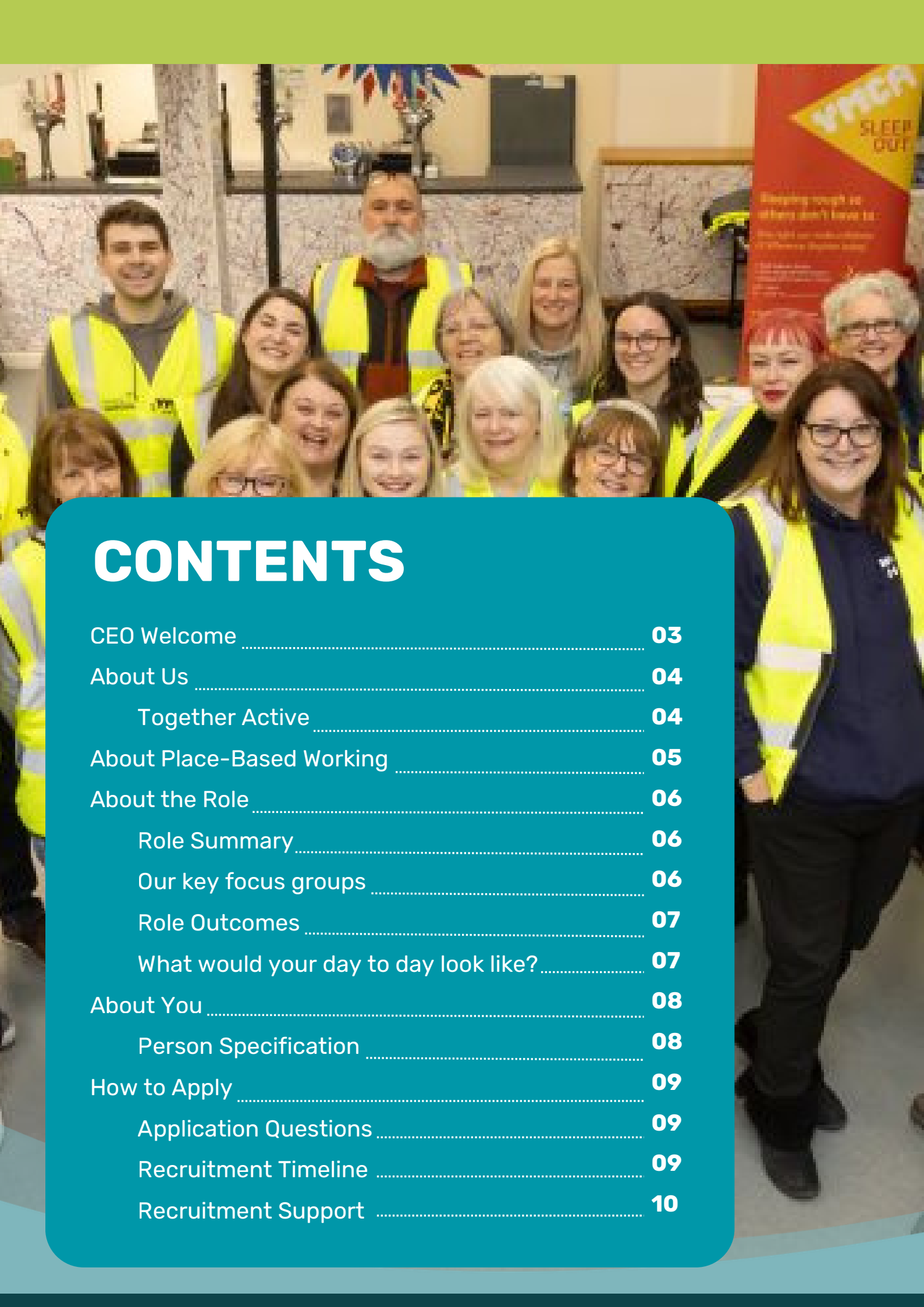
YMCA

BURTON UPON TRENT
& DISTRICT

**TOGETHER
ACTIVE**

Staffordshire & Stoke-on-Trent





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Welcome from our CEO

It remains a great privilege to work for a Charity that has a huge impact on the community. Our President, Chair and Trustees have all made a tremendous contribution to the charity. Their continued Vision in the last year has allowed the Charity to continue to grow, develop a new strategy and meet the ever-increasing needs we see from local people who access our services. Every day I see how our wonderful staff and dedicated volunteers go the extra mile to help those we serve to belong, contribute and thrive.

Like all Charities and organisations, we have had many challenges and opportunities to deal with in the last twelve months. We continue to see the full impact of the cost-of-living crisis with growth in demand for all of our services. It has been really tough to meet young people and families who have been unable to switch their heating on and have struggled to feed their families. The YMCA has stepped up and while we are not always able to meet every need, we will do all that we can with the resources provided to help people in crisis and out of poverty.

YMCA Burton continues to deliver supported housing for young people between the ages of 18 to 35, adult homeless provision for those 18 to 64, providing excellent quality furniture to our local community, the provision of emergency food parcels and assisting families deal with conflict through our family mediation service. We also provide a much-needed counselling and a valuable chaplaincy service. We continue to collaborate and work closely with local Churches, Charities, Businesses, Housing Associations and many hundreds of individuals.

We are very excited about this new role and look forward to working with the successful candidate in the future. This will be a further vital service available to support our community.

Paul Laffey
Chief Executive



[YMCA Burton](#)



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[BURTON UPON TRENT
AND DISTRICT YMCA](#)

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YMCA Burton

We are a Charity committed to making a positive difference to people's lives and providing a safe and supportive environment for those who are homeless.

Homelessness can happen to any one of us. It has no boundaries and lives & circumstances can change very quickly. No one wakes up & decides to be homeless, there are many reasons & life changing moments that can lead to sleeping rough on the street or sofa surfing night after night. We help people to change lives through a breadth of vital services. We provide homeless outreach, rough sleeper provision, emergency bed space, accommodation, family mediation, counselling, chaplaincy, community foodbank, support & engagement and have a number of furniture stores providing low cost quality furniture and new white goods. Demand for our services is high and we remain committed to work with others to defeat homelessness, poverty, disadvantage and intolerance. We could not continue to do what we do without the help of others.

A word from Together Active

Thank you for your interest in being a Community Activator. We are excited to work with and support **YMCA Burton** as Hosts of a Community Activator. Partnership working is at the core of how we 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 **YMCA Burton** for the duration of your contract.

We work in partnership with **YMCA Burton** 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 us, Together Active and work closely with other 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: Northside House, Northside Business Park, Hawkins Lane, Burton on Trent DE14 1DB plus across East Staffordshire including our sites in Burton on Trent.

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 YMCA Burton. Both organisations are committed to partnership working and supporting the employee for the duration of their contract.

Role Summary

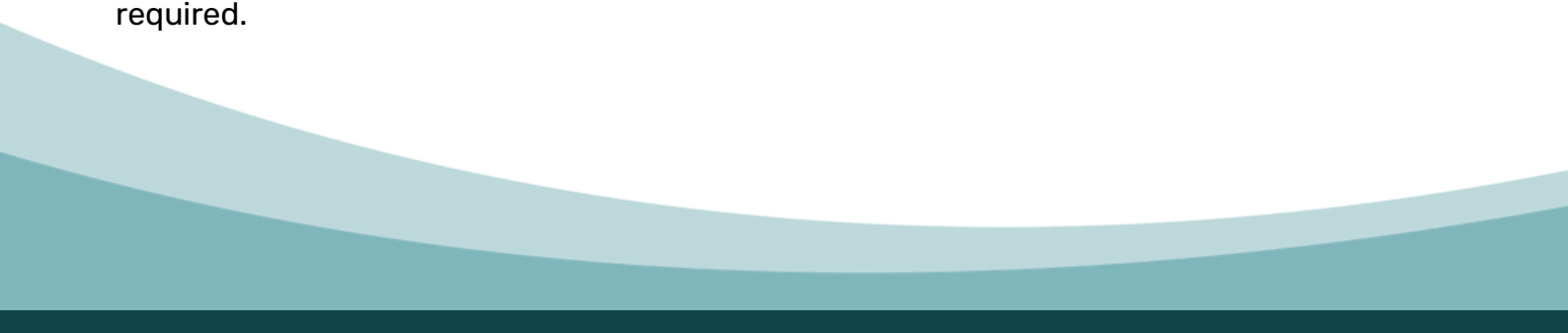
As a Community Activator your role is to work with local people and communities to understand what matters to them and to support more people to be active.

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.



A collage of four images: a garden with plants, a pond with trees, a canal with a boat, and a white swan in a pond.

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

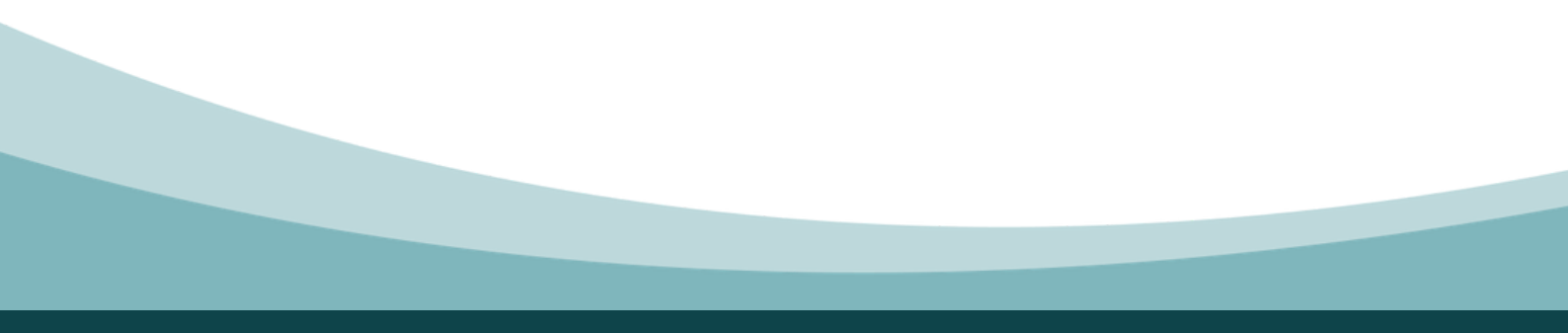
- Communicates ideas clearly, both verbally and in writing
- Actively listens and responds thoughtfully to others
- Works effectively as part of a team and supports colleagues
- Demonstrates problem-solving skills and can find solutions or alternatives
- Able to adapt to change and new environments
- 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

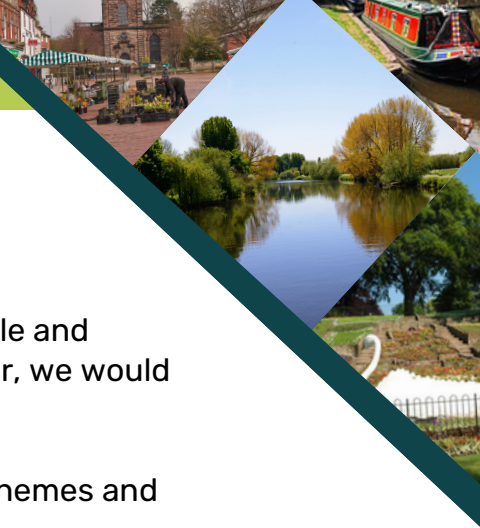
Desirable

- 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.

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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 YMCA Burton. 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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What 3 words: ally.create.space