



Royal Quays Business Centre
Coble Dean
NE29 6DE

PERSON SPECIFICATION

Regional Physical Activity Advisor

Competency	Role Specification	Evidence/Demonstration of meeting specification	Essential	Desirable
Qualifications	Educated to degree level in a related area, or comparable learning and experience in a related area such as sport and physical activity or health promotion.	Application Form	✓	
	Evidence of continuing professional development.		✓	
	Other relevant professional qualifications e.g. accredited social prescription, safeguarding or equality and diversity training.			✓
Experience	An evidenced track record of successfully planning, implementing and evaluating projects and programmes.	Application Form, Interview, References	✓	
	Experience of using insight and intelligence to		✓	

	inform strategic decision making.			
	Good IT skills and knowledge, commensurate with an office environment.		✓	
Collaborative	Excellent relationship builder, able to build trusting long-term relationships with community groups and leaders across local systems, including with people most impacted by COVID.	Application Form, Interview, References	✓	
	Experience of supporting sport and physical activity organisations to work in partnership with communities.		✓	
	Understanding of the health landscape within the Region and the ability to build relationships and co-produce solutions with the key NHS partners locally.		✓	
	Ability to engage with and influence internal and external stakeholders.		✓	
Inclusive	Excellent communicator, able to raise the profile of social prescribing with the public and key stakeholders, alongside local community partners.	Application Form, Interview	✓	
	Demonstrates practical commitment to reducing health inequalities, actively seeking diversity of thought and working inclusively with those communities most impacted by COVID,		✓	

	including BAME communities and people living with long-term health conditions.			
	Great planner, able to co-produce delivery plans with partners, identify risks and manage them together.		✓	
	Able to support community leaders, standing alongside communities most impacted by COVID, ensuring their voices are heard and help them create effective local community support.		✓	
	Strong knowledge of the Region and relevant social prescribing networks to connect into.		✓	
Innovative	Understands the pressures that local sport and physical activity providers, health and care agencies, VCSE organisations and community groups face, especially under COVID, where resources have been stretched.	Interview, References	✓	
	Strategic thinker with ability to be proactive and spot new opportunities.		✓	
Ambitious	Energetic self-starter who can demonstrate how they have worked proactively to support local VCSE groups and organisations.	Interview, References	✓	
	Committed to promoting social prescribing and enabling link workers to connect people to community support to help people be		✓	

	physically active.			
Other	Able to meet the travel requirements essential to the post.	Interview	✓	
	Committed to continuous professional development and maintaining pace with industry trends and developments.		✓	
	Willing to work typically in an office environment but a flexible attitude when required to work off-site. This may include working evenings and weekends on occasion.		✓	