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Physical Activity Clinical Champions Engagement Officer

College of Health, Wellbeing and Life Sciences
Advance Wellbeing Research Centre (AWRC)
Fixed term until 31 March 2028
Part time – 14.8 hours per week
£32,722 to £39,560 per annum (pro rata), depending on experience
Job number 121288
Closing date 06/12/2026 at 23:30

The role

Working with the Programme's Operations Team you will support the delivery of the national promotion and engagement plans and help to build strong partnerships with stakeholders. You will raise awareness of PACC training, its benefits and impact, and the programmes offers including universal, place-based approach and Ambassador for PACC. You will gain an insight into the prevention agenda within the NHS and the University's innovative work in Physical Activity and Healthcare.

The role of the Physical Activity Clinical Champion (PACC) is to organise and deliver clinician to clinician training on physical activity called 'Championing Movement for Health' to other NHS healthcare professionals. The training particularly focuses on the management and prevention of long-term conditions and how to support healthcare professionals improve patient care and outcomes https://movingmedicine.ac.uk/pacc/

Funded by Sport England until March 2028, Physical Activity Clinical Champions programme was initially developed as part of the Moving Health Professionals Programme, run by Sport England and Public Health England (now OHID). In June 2023, a consortium consisting of The Advanced Wellbeing Research Centre, Faculty of Sport and Exercise Medicine UK and Intelligent Health took over the support and running of the programme. The aims of the project are to:

- Test a place-based model whilst maintaining universal delivery across the country.
- Develop a future operational model for PACC that moves the programme towards financial sustainability.

The PACC programme provides free face to face (online or in person) training to people working in healthcare, and this is delivered nationwide by a team of different physical activity champions – National, Place-based and Specialist Registrars. The new model combines universal delivery alongside a focussed place-based offer, and the programme is currently testing and evaluating a cascade approach to learning called 'Ambassador for PACC'. The programme is also developing new training resources and its education support package including the online PACC Forum for attendees.

The team/The department

Sheffield Hallam University's, Advanced Wellbeing Research Centre (AWRC), is a world-leading research and innovation centre for physical activity. It provides business, industry and the public sector with access to state-of-the-art, fully instrumented indoor and outdoor laboratories and a team of over 70 researchers from multi-academic disciplines delivering collaborative projects.

As a centrepiece of Sheffield's Olympic Legacy Park, the work of the AWRC encourages and enables people to be more active and adopt healthier lifestyles, delivering innovations that help people move by bringing together:

• Multi-disciplinary academic expertise from sports and materials engineering, psychology, health and social care and software development

• Commercial partners including global businesses and dynamic SME businesses

• The local community within the Sheffield City Region which is a microcosm of the UK population in terms of its cultural and ethnic diversity

Benefits

We offer a wide range of benefits and opportunities to pursue a rewarding and fulfilling career in a supportive environment.

Pension

You will be contractually enrolled into the Local Government Pension Scheme (LGPS) – one of the largest and most generous defined benefit pension schemes in the country. Each year you will earn a secure pension benefit of 1/49th of your salary and the University will pay pension contributions towards the cost of this pension (currently worth about 16% of your salary). For a starting salary of £35,000 for example, the University would pay just over £5,400 in the first year of your employment and you would earn a pension of £714 p.a. for that year (payable from your State Pension Age).

Further details on LGPS can be found here.

If you're a member of the Universities Superannuation Scheme (USS) directly before joining us, you can choose to remain in USS instead.

Location

The PACC team is co-located at Sheffield Hallam University's Advanced Wellbeing Research Centre situated in the Olympic Legacy Park, Don Valley, S9 3TU and will be your main place of work. Hybrid working is currently in place across the University, which given the pro rata nature of this role, means typically one day a fortnight will be in the AWRC with the rest worked remotely from home, within the community or with partner organisations.

Find out more about getting to our campuses

Flexible working/Job sharing/Hybrid working

While this job is unlikely to be suitable for work on a job-share basis, we understand the need for a healthy work-life balance, so where possible we operate flexible working schemes.

Hybrid working

We understand the need for a healthy work-life balance. To help you achieve this, we will support hybrid working for this job – with some time working remotely and some [on campus/at our office] in Sheffield.

The majority of Professional Services staff with office-based jobs work two days a week (pro rata) on campus, with a minimum of one day required.

If you would like to work on a [flexible/job-share/part-time] basis, please contact Sarah from the 'Questions about this job' section below to discuss the options available for this role.

Questions about the job

For informal enquiries about this job, please contact Sarah Durkin Programme Manager on:

Email: s.durkin@shu.ac.uk

Selection event

Our selection event will take place within 4 weeks of the closing date, on a date to be confirmed.

The selection event will include:
- an interview

• a presentation

The presentation should answer the questions:

" Who should our engagement strategy target? What ideas do you have for this role? and How will you define success? “

We want our selection process to be as inclusive as possible for everyone. If you are invited to the selection event, you will have the opportunity to ask for support and adjustments to enable you to thrive.

How to apply

All applications should be made online using the Sheffield Hallam jobs portal.

Your application should include a supporting statement (which should be a maximum of two sides of A4) clearly demonstrating how you meet the 'Essential' and ‘Desirable’ criteria on the person specification below, using examples from your current and previous experience.

To find out more, take a look at our guide to applying.

We recommend you download the job description and person specification when you apply, as this will not be available once the job has closed.

Equity, equality, diversity and inclusion

We are proud of the rich diversity of our community. Our vision is ‘Sheffield Hallam: A Culture of Inclusion’.

This means creating a diverse. inclusive and welcoming environment where people of all identities and backgrounds feel they belong.

We welcome your application irrespective of age, pregnancy and maternity, disability, sex, gender reassignment, sexual orientation, race, religion or belief, or marital or civil partnership status.

Find out more about equity, equality, diversity and inclusion at Sheffield Hallam



Right to work

We are unable to employ anyone who does not have the legal right to work in the UK. If you need sponsorship to undertake this role, please use the UK government's Visas and immigration pages to check your eligibility.

More information for international candidates

Job description

Job title: Engagement Officer - Physical Activity Clinical Champions (PACC)

College/Directorate: Advanced Wellbeing Research Centre

Grade: 6

Reports to: PACC Programme Manager

Direct reports: None

Role Profile Code: 001418

Role purpose

To promote and develop engagement with the Physical Activity Clinical Champions (PACC) programme across the physical activity and healthcare sectors, increasing awareness, participation and stakeholder commitment through effective partnership working and business development activity.

To work collaboratively with the Operations Team, Lead PACC, PACC Relationship Manager and wider programme stakeholders to support programme growth, stakeholder engagement and the development of new business opportunities.

Professional services generic responsibilities – Grade 6

- Be responsible for the delivery of a consistent and professional service, providing customer service excellence, aligned to the business plans. Ensure compliance with regulatory frameworks; consider the wider implications for the University to support operational decision making.
- Contribute to service development and innovation; review and implement processes and procedures for the functional area; prepare and analyse

management information; incorporate customer feedback mechanisms and undertake benchmarking to deliver continuous improvement.

- Working collaboratively across Professional Services, to provide consistent and high-quality service provision; participate in internal/external networks and communities of practice; represents area in project/ working groups and meetings.

- Contribute to fostering an open, collaborative, and supportive culture across the University, supporting continuous improvement in equity, equality, diversity, and inclusion outcomes for staff, students, and stakeholders.

- Ensure flexibility across Professional Services to accommodate peak periods and adapt to changing demands in service delivery. Support and contribute to the University's annual programme of activities, e.g. Open Days, Course Information Days, clearing, enrolment and graduation.

- Promote and embed the culture and vision of Professional Services, demonstrating a commitment to the ongoing development of self and others.

Role specific responsibilities

- To work in partnership with the PACC Relationship Manager, Lead PACC and PACC Workforce representatives to deliver the programme's engagement and promotion plans, responding effectively to emerging opportunities and priorities.

- To provide specialist guidance and support based on an understanding of physical activity and healthcare sectors, promoting the value and impact of the PACC programme to healthcare professionals, organisations and service users.

- To identify and develop opportunities to raise the profile of the PACC programme and support stakeholder engagement activities, including:

  - identifying and engaging new stakeholders and potential partners
  - proactively exploring opportunities for collaboration and promoting the role of physical activity training for relevant workforces.
  - maintaining productive relationships with healthcare organisations such as NHS Trusts, Public Health teams and Active Partnerships
  - representing the programme at networking events

- To support the co-ordination and delivery of business development activity

across the programme, working collaboratively with the operations and programme teams to develop and implement promotional activities with regional and national stakeholders.

- To support initiatives as determined by programme priorities and lead specific projects or areas of work where appropriate, evaluating impact and effectiveness and making recommendations for further development

- To support the development of communications materials, case studies, newsletters and other engagement resources in collaboration with the Operations Team and Marketing and Communications colleagues.

- To work closely with multidisciplinary colleagues and external stakeholders to contribute to the ongoing development of the programme, providing insight and recommendations based on knowledge of the physical activity sector and emerging opportunities in healthcare.

- To be responsible for the development and operation of administrative systems and record keeping processes, proactively ensuring data quality and integrity across the programme and providing management information to support operational decision making, including:

  - Maintaining stakeholder mapping databases and meeting action logs
  - Managing local use of CRM and lead-tracking systems, ensuring all engagement activity and opportunities are accurately recorded and followed up.
  - Retrieving, collating and analysing data to produce regular reports and identify trends, gaps and areas for improvement.
  - Providing robust management information to support operational decision making, business development activity and programme evaluation.
  - Contributing to the preparation of reports, papers and programme updates.

- To contribute to the ongoing development and continuous improvement of programme processes, systems and ways of working, promoting good practice and ensuring efficient service delivery.

- To maintain confidentiality and handle sensitive information appropriately, working in accordance with data protection legislation and organisational policies.

- To provide cover and support across the wider team as required, undertaking other duties commensurate with the grade of the post.

This list is not exhaustive – we may ask you to carry out other duties appropriate to the grade.

Person specification

Here are the skills, experience, knowledge, and capabilities required to successfully carry out this job. As part of your application, you should show how you meet the Essential, and where possible the Desirable criteria, using examples from your experience.

Essential Attainment criteria (academic or professional qualifications, titles etc)	Assessment method
Evidence of ongoing professional development	Application Interview

Essential Capabilities Criteria (knowledge, skills, experience and behaviours)	Assessment method
Sound knowledge of embedding physical activity in the health and social care system	Application Interview Presentation
Experience of identifying and developing opportunities to increase engagement, participation or service uptake.	Application Interview Presentation
Ability to influence and engage stakeholders to support organisational or programme objectives.	Application Interview Presentation
Experience of maintaining accurate records and databases and producing reports from management information systems to support decision making and service improvement.	Application Interview
Experience of planning and coordinating meetings, events or stakeholder engagement activities including administration, logistics and follow-up actions	Application Interview Presentation
Experience of working effectively in an environment of complex regulations and procedures (e.g. data protection regulations)	Application Interview

Excellent written and verbal communication skills, including experience of producing communications, engagement or promotional materials for a range of audiences.	Application Interview Presentation
Good planning and organisational skills and the ability to manage conflicting demands and meet deadlines.	Application Interview
Ability to work effectively both independently and collaboratively, both on projects and as part of a team.	Application Interview
Demonstrates the ability to work inclusively, respectfully, and collaboratively with a diverse range of colleagues, students, and stakeholders.	Interview
Desirable Capabilities Criteria (knowledge, skills, experience and behaviours)	**Assessment method**
Experience of promoting physical activity as a tool for primary and secondary prevention, and management of long-term conditions.	Application Interview
Knowledge of the national Physical Activity support landscape and ability to facilitate connections and build credible networks.	Application Presentation Interview
Experience of proactively identifying and developing new partnership or collaboration opportunities, and longer-term relationship management.	Application Interview
Experience of networking and stakeholder engagement activities such event attendance or representation at regional or national forums, including administration, logistics and follow-up actions to support organisational or programme objectives.	Application Interview

As an employee within Professional Services, you are expected to demonstrate all the Professional Services capabilities which apply to your grade, on a day-to-day basis. See the attached framework for more information.

The capabilities below are especially important for this role, and we will assess them at the selection event.

Professional Services capabilities	Assessment method
Delivering customer service – adept level	Application Interview
Communicating and engaging – adept level	Application Presentation Interview
Working collaboratively – adept level	Application Interview
Seeing the bigger picture – adept level	Application Presentation Interview
Delivering results – adept level	Application Interview

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