



RECRUITMENT PACK

Sports Programming Lead





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ABOUT LIVE BORDERS

Live Borders is a forward-looking charitable trust at the heart of the Scottish Borders, delivering active, creative, heritage, life-long learning and community services that make a real difference to people's lives.

We exist to help communities thrive - physically, creatively and socially. Every day, our teams support people to be active, curious and connected, whether that's through sport and fitness, libraries and learning, arts and heritage, museums, events or community programmes.

Since our establishment in 2016, Live Borders has brought together sport, leisure, culture and learning services into one organisation with a shared purpose: to improve wellbeing, reduce inequality and strengthen communities across one of Scotland's most distinctive regions.



A PLACE-BASED ORGANISATION DELIVERING SOCIAL IMPACT

The Scottish Borders is a unique place - rural, diverse and deeply connected to its communities. Live Borders reflects that. We deliver services across towns, villages and rural communities, reaching people of all ages and backgrounds.

Each year, we support more than a million visits to our sport and leisure facilities and hundreds of thousands of visits to our cultural venues and services. But our ambition goes beyond numbers. We want to ensure that what we offer is relevant, inclusive and responsive to the changing needs of the communities we serve.

We reinvest every penny we generate back into services and communities, ensuring public value and social impact sits at the heart of everything we do.

A TIME OF OPPORTUNITY AND CHANGE

Live Borders is on an exciting journey. With new leadership and a clear focus on impact, we are strengthening how we engage with communities, partners and stakeholders, and how we tell our story.

This is a place for people who want to make a difference - who are motivated by purpose, but also excited by change, improvement and innovation.



A MESSAGE FROM OUR CHIEF EXECUTIVE

Thank you for your interest in joining Live Borders.

Live Borders plays a vital role in the life of the Scottish Borders. Every day, our teams support people to be active, creative, curious and connected, through active living, creativity, culture and heritage, learning and community services. The impact of this work is felt across our communities, and it matters deeply.

We are a values-led organisation with a strong sense of purpose, and we are also one that is evolving, responding to the changing needs of our communities, the challenges facing the public and third sectors, and the opportunities ahead of us. This is a moment to be ambitious, thoughtful and bold about how we deliver our services and how we engage with the people we serve.

Everyone who works at Live Borders plays a part in our success. We are looking for people who care about people and place, who bring ideas, enthusiasm and commitment, and who want to do work that makes a positive difference. Whether your role is frontline, operational, specialist or strategic, you will be supported to contribute, grow and do your best work.

At Live Borders, we value openness, inclusion and teamwork. We believe that empowered people deliver the best services, and we are committed to creating an environment where our teams can grow, develop and do their best work.

If you are motivated by purpose, excited by change and keen to be part of an organisation rooted in community and impact, I encourage you to consider joining us.

I look forward to welcoming you to Live Borders.

Catriona McAllister
Chief Executive
Live Borders



THE ROLE

Hours: 37 hours per week / Permanent

Location: Newtown St Boswells

Salary: £36,251.24 - £39,222.34

Lead and manage the delivery of Live Borders' sports programmes (Swimming lessons, gymnastics, and children's activities).

Oversee three Sports Coordinators to ensure high-quality, safe, and engaging programmes that drive participation, income, and customer satisfaction.

This is an operational leadership role, supporting the Programming Manager in achieving business objectives.

OTHER DETAILS

- Undertake any other reasonable duties which may be requested by Live Borders
- Requirement to work out with normal hours (evenings/weekends): Occasional, by arrangement
- Full UK Driving Licence and access to vehicle essential.
- Live Borders offers a flexible working environment, with a hybrid approach.



KEY RESPONSIBILITIES

Service Delivery	Lead, develop, and manage your direct reports to ensure they are high performing and work effectively as a team, so they deliver on their areas of responsibility
	Assist the Programming manager and Head of Sport and Leisure services, to develop and implement a business plan for sports programming supporting a high quality and sustainable programme of activities and events that delivers the income generation required in our budgets and business plans.
	Provide clear direction and lead direct reports to ensure they are equipped to succeed. Hold regular meetings to agree actions, ways of working and support, ensuring outcomes recorded
	Oversee the design, implementation, and evaluation of income-generating programmes, ensuring programmes align with strategic goals and deliver measurable outcomes.
	Drive participation and income through innovative programme development and effective resource management. Accountable for the successful growth and development of sports programming, ensuring that financial, strategic and operational targets are achieved.
	Identify opportunities for programming and venue usage that grows earned income from membership and also new business development opportunities.
	Lead membership sales and retention processes, and any other child development portals.
	Ensure that your team understand the organisation's long term strategic and operational plans and the values of the organisation. Ensure that objectives of individual team members align with strategic and operational plans.
	Collate and analyse business performance data pertaining to all Sports programming and produce regular reports and an annual operational plan using this data which defines operational objectives & actions.
	Develop and maintain an excellent understanding of the key customers/target audience to ensure retention and growth.



KEY RESPONSIBILITIES

	Responsible for achieving, monitoring, measuring and reporting against targets for sports programming activities and memberships.
	Responsible for planning, selecting and maintaining equipment.
	Working with the marketing section to develop marketing and communication plans for all activities within the sports programming services that ensures financial targets are met.
	Be an active and effective member of the Leisure Services management team
	Ensure the legal requirements relating to Health & Safety and child protection are met
	Maintain robust training and compliance processes across all activities.
	Assure compliance with the organisations policies and procedures.
	Manage customer data safely and effectively and ensure robust processes are in place.
	Build and maintain good working relationships with colleagues within the organisation
	Represent Live Borders internally and externally e.g. at networking events, meetings, conferences and exhibitions to enhance and strengthen the Live Borders' profile



KEY RESPONSIBILITIES

People Management	Manage and co-ordinate the team, including setting standards of performance and work targets, and providing guidance, support and training as required
	To be responsible for the staffing levels within the selected venues/sessions, evaluating and organising staffing requirements to ensure the most cost effective use of staff resource.
	Undertake a full range of line management responsibilities including recruitment, induction, appraisal, training and development, absence management, performance, discipline and grievance.
	Ensure that all relevant industry qualifications, training, CPD and safety practices are managed.
Budget Management	Participate in the budget setting process, manage and monitor allocated budget working within Live Borders financial regulations and procedures
	Manage monthly subscriptions and accounts on a regular basis with the ability to problem solve and create processes to ensure effective overall management is in place.
Skills and Experience	Be aware of practices in other Trusts and within the industry and adopt best working practices wherever relevant.
	Have a sound knowledge of sports & leisure trust operating and programming requirements.
Quality	Ensure services meet Health and Safety standards established by Live Borders.
	Comply with, and ensure compliance with, all Live Borders policies and procedures.
	Promote equal opportunities in service delivery and management of staff.
	Ensure that services are delivered with a customer focused ethos.
	As an employee you must take reasonable care for the health and safety of yourself, other employees and anyone else who may be affected by your work activities carried out. Employees shall work in accordance with policies, procedures, information, instructions and / or training received.
	As a manager you must ensure that employees must take reasonable care for the health and safety of themselves, other employees and anyone else who may be affected by their work activities carried out.
Strategic Development	Contribute to the preparation of the Live Borders' overall Strategic business plans, and set, monitor and achieve specific objectives for the Sports programming service team to ensure organisational success.
	Implement the strategic plan and subsequent processes for Sports programming across the company.



KNOWLEDGE & EXPERIENCE

EDUCATION

Essential	Assessed	Desirable	Assessed
A formal qualification in Leisure Management or equivalent	A/I	Safeguarding qualifications	A/I
Level 2 or above sports coaching/teaching qualification or equivalent		Health & safety related qualifications	

EXPERIENCE

Essential	Assessed	Desirable	Assessed
Demonstrable proven experience in achieving commercial targets, particularly in relation to programming of activities and membership sales and retention processes	A/I	Experience of leading sports coaching & programming Services across a whole organisation	A/I
Experience of line managing staff and dealing with a range of staff management issue	A/I	Experience gained within a charitable, leisure/ cultural trust	A/I
Experience in developing and increasing income	A/I	Experience of developing business cases	A/I
Experience of delivering services that are compliant with health and safety	A/I		
Experience of effectively managing budgets	A/I		



Experience of developing strong successful partnerships and working in collaboration to deliver key outcomes	A/I		
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SKILLS AND KNOWLEDGE

Essential	Assessed	Desirable	Assessed
Excellent communication skills, (both written and oral) with ability to deliver to a variety of audiences	A/I	Knowledge of market review and customer engagement	A/I
Knowledge of industry sector	A/I	Understanding of the needs of customers and retention practices	A/I
Well-developed organisational skills	A/I	Knowledge of Quality Management Systems	A/I
Self-motivated, with the ability to work proactively using own initiative	A/I		
Ability to influence both internally and externally and ensure compliance	A/I		
Excellent Microsoft Office skills	A/I		
Ability to organize, prioritise and meet deadlines	A/I		
Ability to work collaboratively with others to provide a high quality service and Excellent interpersonal skills and the ability to develop and maintain effective working relationships and interact persuasively with all staff	A/I		
Ability to work largely unsupervised and to use initiative	A/I		



PACKAGES & BENEFITS

Pension: Starts with a 5% company contribution into an Aviva scheme, increased to 10% after 2 years service. After 5 years service, you can join the Local Government Pension Scheme (current company contribution is 17%)

Holidays: Starts at 30 days of annual leave plus 4 public holidays (for Christmas and New Year). Increases with service up to a maximum of 35 days after 6 years' service.

Free membership at our Gyms & Swimming Pools

Free entry to our Attractions (e.g. The Great Tapestry of Scotland, The Jim Clark Motorsport Museum)

Death in Service benefit of 3 times salary

ASVA membership: We are a corporate member which means staff can get free access to other member attractions, including Edinburgh Zoo and Historic Scotland sites.

Cyclescheme: Saves the employee tax and NI contributions on the purchase of a new bike and accessories

Help@Hand: Employee assistance programme which includes a variety of services including a 24 Hour advice and information line with support including -

- Counselling and legal information
- Financial Support
- Remote GPs: where employees can arrange a call back from a practising UK GP 24/7
- Savings and discounts - access savings and rewards across a variety of big brands



NEXT STEPS

If you would like more information or an informal chat about the role, please contact Catriona McAllister on cmcallister@liveborders.org.uk

If you would like to apply for this post, head to <https://liveborders.bamboohr.com/careers>

Hours: 37 hours per week /Permanent

Location: Newtown St Boswells

Salary: £36,251.24 - £39,222.34

Closing Date: 2nd March 2026 at 9am

The selection process can include different forms of assessment along with a formal interview. You will be advised of this if your application is successful.

If you have a disability and need assistance in completing your application form, please contact our people team recruitment@liveborders.org.uk to discuss your needs.

We look forward to receiving your completed application.