

BYW'N IACH

# MANAGING DIRECTOR RECRUITMENT PACK



Byw'n Iach

# A Message from our Chair

Thank you for your interest in this important post.

The Board is keen to recruit a talented individual to lead the company in the coming years, following the departure of our current Managing Director.

The purpose of Byw'n lach is to **"offer sustainable leisure and fitness services, of the highest quality to our communities, in order to improve everyone's health, well-being, fitness, and skills."**

Byw'n lach cyf. is a company limited by guarantee under Cyngor Gwynedd's ownership. It operates an agreement on behalf of Cyngor Gwynedd to manage 11 Leisure Centres in the county and offers a range of sport, fitness and leisure services within those centres and more widely in communities across the county.

The company employs over 250 staff across the county, to maintain the service. We have a dedicated Board of Directors who provide strategic leadership to the company.

We need a capable, experienced and dynamic leader to realise our vision of **"Every resident a customer – every family improving their health and well-being – every community benefiting."**

An understanding of and interest in Sports, Fitness and Leisure is essential, but we welcome applications from successful leaders with relevant professional experience within other sectors. If you have these qualities, we'd be very keen to receive your application.

Beth Lawton  
Chair of Byw'n lach.cyf

# JOB DESCRIPTION:

## Purpose of the Post:

- Leading the Company to achieve its Purpose and Vision by developing and maintaining services and facilities that support and motivate the people of Gwynedd to lead healthy lives.
- Ensure the Company's viability by developing a Strategy and Business Plans that maximises the use of resources.
- Ensure that the people of Gwynedd are at the centre of everything we do.

## Responsibility for Resources:

- Responsible for all staff
- Responsible for the Company's finances, fiscal management and financial viability
- Responsible for the appropriate and effective use of equipment and buildings.

# MAIN DUTIES:

## Strategic development:

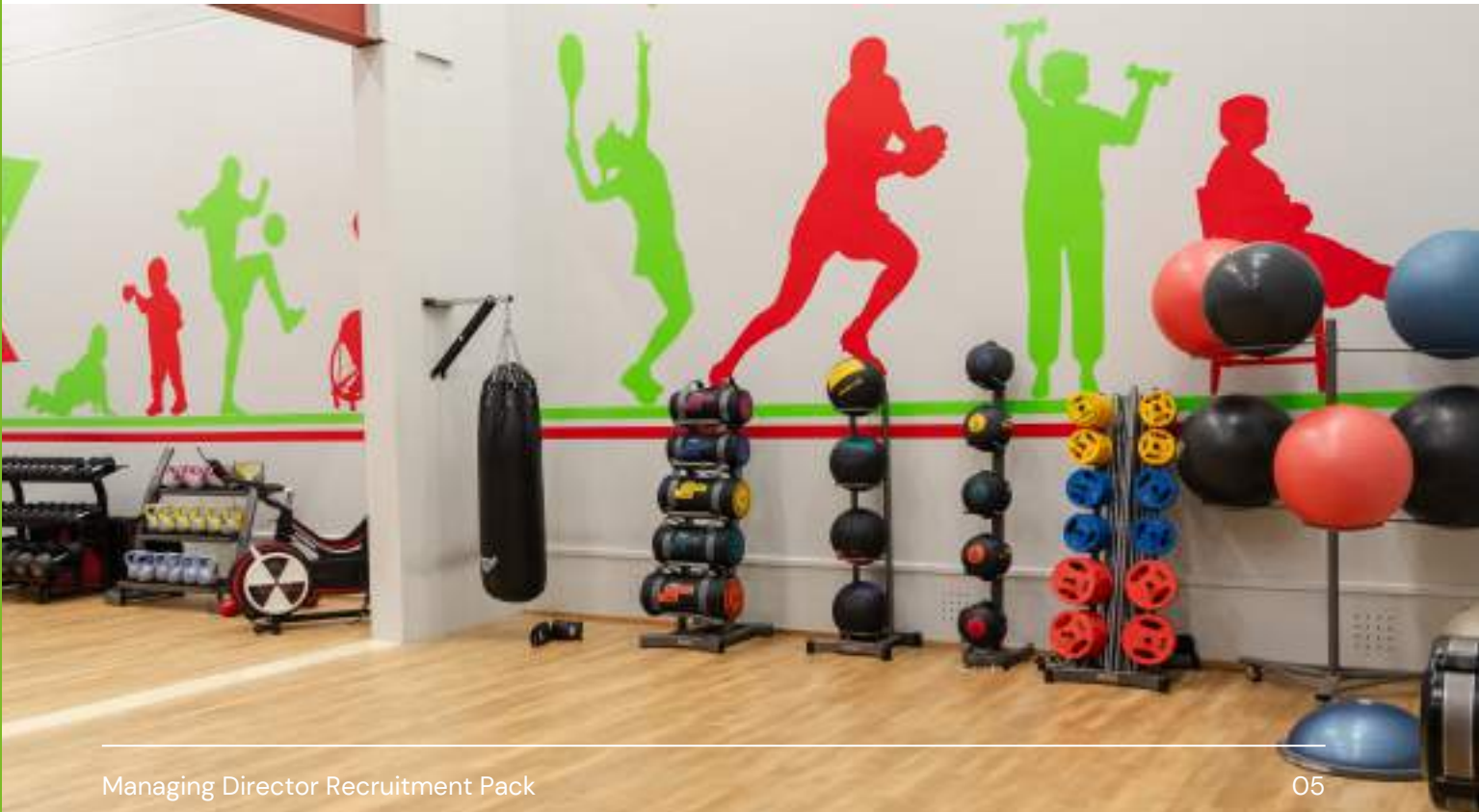
- Develop and implement the Company's business plan, ensuring it is viable, and effectively reinforces and contributes to Byw'n lach's strategic priorities.
- Lead on identifying new commercial opportunities for the Company.
- Lead on the Company's development to ensure modern, fit for purpose and sustainable services that are also commercially viable.
- Lead on collaboration between partners and stakeholders to contribute and add to the Company's purpose.
- Responsible for the Company's performance ensuring that appropriate management arrangements are in place.



# MAIN DUTIES:

## Leading and managing:

- To develop a culture that reflects our vision, values, priorities and commitment to offering bilingual services
- To motivate, encourage, and empower staff by communicating our vision effectively and thereby ensuring the full contribution of the workforce to achieve the objectives of the business
- To create the circumstances that allow staff to develop, innovate and take risks with a focus on delivering on the core purpose of the business.



# MAIN DUTIES:

## Users and customers:

- Ensuring customer needs are central to the company's services and developments
- Responsible for customer health and safety, and ensuring appropriate safeguarding arrangements and policies are in place
- To lead on producing healthy living promotion programmes within the community.

## Governance:

- Working closely with Board members to ensure effective governance.
- To advise the Board on developments relevant to the company's work.
- To ensure that appropriate risk management arrangements are in place within the company.
- To act as Company Secretary.

# MAIN DUTIES:

## Other:

- Responsible for self-development.
- Ensure compliance with Health and Safety rules in the workplace in accordance with the responsibilities noted in the Health and Safety at Work Act 1974 and the Company's Health and Safety Policy.
- Operate within the company's policies in relation to equal opportunities and equality.
- Responsible for managing information in accordance with the company's information management standards and guidelines. Ensure that personal information is treated in accordance with Data Protection legislation.
- A commitment to reduce the company's carbon emissions in line with the Carbon Management Plan and encouraging others to act positively towards reducing the Company's carbon footprint.
- Undertake any other reasonable duty which corresponds with the salary level and responsibility level of the job.
- Responsible for reporting any concern or suspicion that a child or vulnerable adult is being abused.

## Special Circumstances:

- It will be necessary to work outside normal office hours occasionally, in order to undertake the post.

# PERSON SPECIFICATION:

## Personal Attributes:

Essential:

- An inspiring, energetic and proactive leader who inspires the confidence of others
- Positive, confident, flexible, resilient and comfortable in challenging situations
- Commercial and business acumen
- Dedicated to delivering a first-class service to the customer and always looking for ways to improve the service
- Ability to create effective connections/enable appropriate working within the political and management context
- Provide stability in periods of change
- Possess high levels of self-awareness
- Demonstrates honesty and acts ethically
- Emotionally resilient and aware
- Prioritises tasks and makes effective use of time
- Has sharp and sound judgment
- Has problem-solving skills.





# PERSON SPECIFICATION:

## Relevant Qualifications And Training

### Essential:

- Educated to degree standard or equivalent.
- Evidence of continuous professional development.

### Desirable:

- Advanced management and leadership degree or qualification.

## Relevant experience

### Essential:

- Extensive experience operating at a senior managerial level in a complex organisation
- Experience of successful and effective working with a Board of Directors
- Experience of managing and delivering successful front-line services
- Experience in creating and delivering successful business strategies and developments
- Experience and ability to identify opportunities to improve service sustainability
- Extensive experience in successfully leading change with the workforce, stakeholders and service users
- Extensive experience of working with stakeholders and successfully managing and balancing different needs.

### Desirable:

- Experience of managing leisure facilities.
- Experience of managing a successful business or enterprise.

# PERSON SPECIFICATION:

## Skills and specialist knowledge:

### Essential

- Knowledge and understanding of the leisure/sports sector
- Strong Information Technology skills (confident user of most common software packages)
- Effective presentation skills, for varied audiences.

### Desirable

- Knowledge and understanding of the health promotion and well-being field.



# PERSON SPECIFICATION:

## Language Requirements:

### Speaking and Listening – Advanced Level

- Able to follow a conversation or discussion through the medium of Welsh and English on a professional level and discuss general day-to-day topics in the field so as to present information and express opinions.
- Able to give a pre-prepared presentation and respond to any comments and questions on it in Welsh or English.

### Reading and Understanding – Advanced Level

- The ability to understand standard written Welsh and English, both formal and informal. Able to gather information from various sources such as letters, reports and articles in Welsh and English to fulfil the post.

### Writing – Advanced Level

- Present written information confidently by letter, more detailed and technical report formats, and respond to written requests conveying information, ideas and opinions through the medium of Welsh and English. (Assistance is available to check the language).

# MAIN TERMS

## Hours of Work:

- The standard weekly working hours are 37 hours.

## Work Location

- The company's head office is located at the Byw'n lach Arfon site in Caernarfon, but the successful candidate is expected to work at times from all company sites and flexibility is also allowed to work from home at times.

## Service Time

- The entire service time of the post holder will be spent on the company's work. He/she is not permitted to undertake any work or other employment without the express permission of the Company Board.

## Salary

- The salary for the post will be between £67,603 and £70,842, with reviews of the company's salaries undertaken annually. The salary is paid monthly by bank credit transfer on the 22nd of every month.

## Pension

- The post holder will be able to take advantage of joining the Local Government Pension Scheme. The employer contribution currently stands at 18.3%.

## Expenses

- Travel and subsistence expenses are allowed along with any other appropriate expenses based on the company's arrangements. The post is designated as a car user for work purposes, as required, position. When using the car on the company's business you are paid expenses at the occasional rate.

## Leave

- A leave year begins on the first of the month in which you were appointed to the company. 30.5 days leave are permitted with 5 additional days once 5 years continuous service has been completed.

# Further Information

For an informal conversation about the job you may contact:

Amanda Davies, Managing Director



[amandadavies@bywniach.cymru](mailto:amandadavies@bywniach.cymru)



[01286 679170](tel:01286679170)

## Recruitment Schedule

**Closing Date:** 13:00 o'clock, Wednesday, 15th of January 2025.

**Interviews:** To be held during the week commencing 27/01/25. An assessment may need to be completed during the week commencing 20/01/25.

## How to Apply formation

Online via: [www.gwynedd.llyw.cymru/swyddi](http://www.gwynedd.llyw.cymru/swyddi)