



JOB DESCRIPTION

Workforce Development Manager (Midlands)

Key details

Detail	Information
Job title	Workforce Development Manager (Midlands)
Responsible to	Lead Workforce Development Manager
Responsible for	None
Hours of work	Full-time
Salary	£38,865 per annum
Department	Workforce Development & Business Engagement
Employment type	Permanent

How to apply

Apply at: <https://apply.workable.com/cimspa/>

Who to contact

Robyn Lock
Lead Workforce Development Manager
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Toby Hodder
Lead Workforce Development Manager
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People and Culture Team
peopleculture@cimspa.co.uk

Deadline

The closing date for applications is **Wednesday 18th February 2026**.

Next steps

- We will be in touch regardless of the outcome of your application within a week of the closing date.
- First stage - If your application is successful, you will be invited to answer a few short video questions online, to be completed by **Monday 23rd February 2026**.
- Second stage - Face to face interviews will be held on **Wednesday 4th March 2026** at SportPark, Loughborough University.

An inclusive workplace

We believe in embracing difference and we are committed to building an inclusive and diverse workforce. We know that our diversity creates successful teams and delivers success, meaning all applicants will be treated fairly without regard to race, religion, sex, nationality, age, physical or mental disability, sexual orientation, marital status, gender identity and expression.

We operate an anonymous recruitment process ensuring a fully fair and non-biased procedure in our recruitment practices thus ensuring we have a high-performing team.

About CIMSPA

CIMSPA is the professional development body for the UK's sport and physical activity sector, committed to supporting, developing and enabling professionals and organisations to succeed and, as a result, inspire our nation to become more active.

Together we're developing a vibrant, UK-wide sport and physical activity sector, with the highest standards of service delivery.

Our vision

Shaping a recognised, valued and inclusive sport and physical activity sector that everyone can be a part of.

We are an ambitious organisation with a brilliant team who are very talented. We've a lot of work to do but we remain focused on the things that make us great - our people and our culture. We truly believe in giving all our team members a voice which is why we lead by listening.

No matter what your experience, role or level, you will be involved in strategy updates, sessions and discussion groups. It really is important that you have a say.



CIMSPA

About this role

The Workforce Development Manager will drive income through new accreditation, partnerships and upgraded professional status alongside the delivery of local Sport and Physical Activity Skills Plans, against set targets.

As part of a UK-wide Workforce Development team, you will be joining a collaborative, high-performing group where teamwork, peer learning, and innovation are central to success.

You will have a natural flare for working with people and an ingrained passion for supporting others, whether it be sector professionals, partners or the wider CIMSPA team. We adopt a leading by listening approach across our organisation continuously gaining insight into the needs of the sector, and we look for our Workforce Development Managers to create long term relationships which drive a collaborative, systemic approach to supporting the sport and physical activity workforce.

Key to this role is the ability to engage employers of all sizes in the benefits of professional recognition of their workforce. The Workforce Development Manager brings and supports employers into partnership with CIMSPA, guides them in supporting their workforce to gain and upgrade their professional status and provides advice, guidance and support to enable the employer to recruit and develop skills that they need across their business.

The ability to influence and lead both internal and external stakeholders plays a vital role in shaping this work, maximising CIMSPA's exposure and involvement in leading the sectors workforce through professional recognition pathways for individuals in our sector. To really thrive in this role, you will be someone who communicates with ease and genuinely connects with people.

The Workforce Development Manager will have experience in partnership management and driving commercial income, working to set targets, and the ability to cross sell and upsell products and services. You will have a deep understanding of the sport and physical activity sector, its role with integration into health, and experience and understanding of education provision directly impacting workforce and employability.

Along with an ability to influence and drive collaboration, you will also have experience in delivering commercial income through multiple revenue streams, ensuring employer/employer education needs are met, supporting a diverse, skilled workforce that impacts directly on local communities and priorities.

This role is home-based with extensive travel across **Shropshire, Staffordshire, West Midlands, Warwickshire, Leicestershire and Rutland** and with regular attendance at Head Office in Loughborough, where we will cover travel expenses.

Job description – key tasks

Relationship and Account Management

- Collaborate with local organisations to gain employer led insight to develop and implement local skills plans that align to the needs of the Sport and Physical Activity sector.
- Manage relationships with key strategic partners locally including the Department for Work and Pensions, Chamber of Commerce and Local Government.
- Advocate for sector-wide professional recognition, encouraging and supporting employers and individuals to engage with and embed professional status.
- Manage a portfolio of partners with a view to retaining and increasing income yields.
- Undertake workforce planning activity with employers to determine skills and wider workforce needs.
- Deliver lead generation activity with the objective of converting organisations into CIMSPA partners.
- Identify and implement appropriate action for partners at risk of not renewing their relationship with CIMSPA.
- Work with the professional services team to support employers with onboarding and professional recognition for their workforce.

Income Generation

- Drive income through partnerships and growth of professional status.

- Identify and convert employers into partnership with CIMSPA against set targets.
- Maintain strong relationships with existing customers, increasing income yield against set targets.
- Support employers in gaining professional recognition for their workforce through professional status accreditation, reaccreditation and status upgrades.
- Create skills development proposals linked to Training Academy provision with the aim of engaging the employer in training to elevate the professional status of their workforce.
- Identify new commercial income streams.

Local Influencing

- Develop and deliver local skills plans within your region in collaboration with stakeholders to positively influence support for workforce development.
- Support local skills development initiatives, advocating for accreditation and endorsed learning.
- Work closely with external stakeholders to ensure sport and physical activity remains at the forefront of local skills and drive CIMSPA integration into other sectors
- Promote engagement and foster stronger connections between CIMSPA, local employers and the local education system (schools, colleges, universities) to ensure curriculum aligns with local employment and skills demands.

- Influence stakeholders through effective communication across a variety of channels.

Tracking and Measurement

- Track, report and manage all aspects of partnership engagement activity against set targets using Dynamics CRM.
- Track and manage the delivery of the local skills plans.
- Assist in the preparation of reports on partnership trends and engagement activities.

Communication

- Collaborate with the Marcomms team to create engaging content for partners and stakeholders.
- Collaborate with the accreditation team to ensure that employer driven customers and those advancing professional status are onboarded effectively.
- Collaborate with the education team to understand and offer appropriate learning and development opportunities to employers.
- Represent CIMS PA at events.

Job description – person specification

Essential skills, knowledge and experience

- Extensive experience of building and maintaining relationships with key stakeholders and partners.
- Proven ability to influence and engage others effectively across all communication channels.
- Experience of providing advice and guidance that leads to successful partner acquisition, retention, and continued engagement.
- Demonstrated success in upselling and creating deeper engagement within existing partnerships.
- Strong interpersonal and communication skills, with the ability to develop compelling and targeted messaging that supports partner engagement.
- Committed to delivering an exceptional customer and partner experience at all times.
- Proven experience in income generation, with a successful record of delivering commercial/revenue streams and achieving income/performance targets in an accreditation or partnership-focused environment.
- Data-driven approach, with the ability to use insight and evidence to inform strategic and commercial decisions.
- Strong understanding of local and regional economic, health, employment, skills and social priorities, and how these influence workforce development opportunities.

- Skilled in using Microsoft Dynamics 365 to manage accounts, track lead generation, monitor conversion activity, and utilise dashboards to support day-to-day operations.
- Proficient in Microsoft Office Suite (including Word, Excel, Teams, and PowerPoint) and other relevant business software.
- Excellent written and verbal communication skills, with the ability to present clear, concise, and objective reports within agreed timescales.
- Experience in delivering or hosting webinars, workshops, and training events.
- Strong organisational skills, with the ability to manage multiple tasks, priorities, and deadlines effectively.
- Sound knowledge of the sport and physical activity sector, its workforce, and employability pathways.
- Willingness and ability to travel regularly across the allocated region.

Desirable skills, knowledge and experience

- Experience of developing strategies.
- Understanding of devolution and funding pathways.
- Understand career pathways in the sport and physical activity sector and how this links to CIMSPA's professional status framework.

CIMSPA behaviours

Be able to demonstrate CIMSPA behaviours in all areas of work

We care

- Sensitiveness: attuned to the needs of others.
- Welcoming: make others feel welcome through patience, respect and kindness.
- Encouraging: supports others and nurtures their development.
- Sharing: collaborating with others and passing on ways of working to make the organisation better.

We are adaptable

- Display initiative: reactive/responsive; cope with stress; ability to prioritise.
- Change: able to adapt to and make changes.
- Progression: can facilitate steps to achieve progression.
- Inventive: uses resources flexibly.

We are aware

- Seek/welcome feedback: take criticism/praise; reflect; know your role/motivations; conscious of effect on others; be conscious of how you are communicating (tone, body language, etc.).
- Approachable: being available, listening and having an affinity with others.
- Confidence: poise; demeanour; control; capable; articulation; grace.
- Reflective awareness: think critically leading to self- improvement.
- Self-management: reflective behaviour allowing you to improve performance.
- Awareness of others: ability to influence others.

We are engaging

- Actively interacts; observant; welcoming; reassuring; listening; understanding people's values and motives; approachable; builds relationships.
- Interactive: communicates effectively.
- Energetic: passionate; enthusiastic; positive.
- Sociable: amenable; approachable; interacts.
- Motivational: encourages others to achieve goals.

We are willing

- Proactive: actively tackles problems; offers to help others; responsive to new ideas.
- Solutions not problems.

Working for CIMSPA

Everyone deserves a great workplace. Everyone deserves to want to come to work and to feel that they are making a difference. Everyone deserves to be valued and trusted by their employer and to be allowed to learn and grow in their role. This is our aim at CIMSPA.

We take our culture and our employees' well-being seriously.

These days, like much of the world, we're operating in hybrid working conditions but love to see our colleagues getting together in the office, finding out about each other and enjoying the camaraderie.

We believe in our people and are committed to providing a stable, positive and supportive working environment. In our view, a healthy and happy workforce are better equipped to do their best work and more importantly, enjoy their lives inside and outside the workplace.

Quarterly team meetings give us a chance to connect with colleagues and celebrate our successes and catchup on how we are all doing. We also give out our quarterly staff awards, a real opportunity for you to recognise your colleagues.



Working for CIMSPA

What you can expect:

- Hybrid working arrangements with the opportunity to work in the office and remotely from home
- Competitive salary and enhanced contributory pension.
- Unlimited holidays plus bank holidays.
- Life assurance.
- Health Cashplan.
- Enhanced and equal maternity, paternity, adoption and surrogacy leave.
- Monthly healthy living allowance: up to £30 per month.
- New starter support: £250 home office equipment payment.
- Welcome box.
- Range of flexible benefits including retail discounts, employee assistance programme, Cycle to Work scheme, free onsite parking, onsite shower facilities, free tea and coffee etc.

And that's not all...

We believe work should be enjoyable and rewarding and we believe it is. Here at CIMSPA, we offer more than just the basics...

- One-to-one time with our CEO.
- Quarterly staff awards.
- Flexible working.
- Employee of the year award.
- Regular team events.
- Funded qualifications.
- Personalised development plan.
- Staff Committees.

And importantly, you have a voice!



**The Chartered Institute for the
Management of Sport and Physical Activity**

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