

**STREET
GAMES**

STRATEGIC LEAD FOR SPORT, WALES





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ABOUT STREETGAMES; CHANGING YOUNG PEOPLE'S LIVES THROUGH SPORT

StreetGames is a UK charity on a mission to bring sport to young people's doorsteps. Sport has the power to make young people safer, happier and healthier, but low-income households and under-served communities often miss out.

Together with our network of 1,600 community partners, we're providing equal opportunities through sport.

For over 4 million children and young people living in low-income households and under-served communities, access is often expensive and exclusive, and those who need these opportunities most are too frequently left behind.

We believe every young person deserves a chance to participate.

We deliver positive change using a tried-and-tested way of working called Doorstep Sport. This is the core of everything we do: ensuring young people in under-served communities get the chance to participate in sport in a way that is accessible, inclusive, and relevant to them.

We help our community partners provide activities at the right time, place and price, and in the right style. We also provide training, ensuring delivery of activities by the right people.





OUR VALUES

We hold a set of shared values, through the community of talented people, who work for StreetGames. We hold each other accountable to these values and ensure that we live our values when working with external partners and/or young people. We are:



People-centred

People are at the heart of everything we do.



Passionate

We are passionate about making a difference for children and young people living in low- income, underserved communities.



Positive

We are positive in our approach to every area of our work. We back ourselves to find solutions even when things are challenging.



Pragmatic

We are pragmatic about the approaches we must take to tackle the inequalities for young people living in low-income, underserved communities: the world is not perfectly designed, and we find a way.



Courageous

We are courageous in our approach to creating change. We positively disrupt and challenge in the pursuit of our mission.



OUR COMMITMENTS

StreetGames is a special place to work. Our workplace is a community of talented people who work in innovative and co-productive ways. How we work together reflects a commitment we make to each other. We are committed to:



Respecting Everyone

Valuing every member of our workplace community, treating each other as equals and with kindness.



Being Inclusive

Celebrating the diversity in our workplace community, valuing each others' experiences, skills, expertise, preferences and thoughts.



Being Team Players

Being reliable for each other. Supporting one another to achieve. Creating an environment where people feel included and empowered, and can be creative and supported on their StreetGames journey.



Being Collaborative

Working with others, seeking to utilise the skills and expertise of many. Sharing our learning, ideas, and listening, we achieve the best outcomes for community organisations and young people.



Learning Together

Embracing critical thinking, celebrating success, and encouraging challenge whilst drawing on our learning and then applying our understanding so we can make the most significant impact on young people through Doorstep Sport together.



Acting with Integrity

Championing the highest organisational standards. Being greatly aware of our accountability and responsibility. Doing what we say we will do and holding ourselves and each other to high standards.



Being Agile

By being curious, thinking flexibly and creatively and seeking new opportunities, we pro-actively adapt and provide meaningful support when these new opportunities arise.



Being the People Beside the People

Making decisions in the best interest of the community organisations and the young people we support and represent so they reap the benefits of Doorstep Sport.



EQUALITY, EQUITY, DIVERSITY, INCLUSION AND BELONGING

StreetGames is fully committed to the principles of equality of opportunity and is responsible for ensuring that no job applicant, employee, volunteer or member receives less favourable treatment on the grounds of age, gender, disability, race, ethnic origin, nationality, colour, parental or marital status, pregnancy, religious belief, class or social background, sexuality or political belief.

StreetGames is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all employees and volunteers to share this commitment.

We do not want recruitment for diversity to simply be a tick box exercise at StreetGames, it is the right thing to do and the smartest way for us to do our business and enabling us to be representative of the communities we serve, and creating a diverse team is in the best interest of all our stakeholders.

For more information about our approach, visit our website here

[StreetGames Approach – Sport at the right time, place, price and right way.](#)



JOB DESCRIPTION

JOB TITLE: Strategic Lead for Sport, Wales

LOCATION: Wales/Hybrid

GRADE/SALARY RANGE: Band 5 £54,879 – £60,035

JOB PURPOSE:

Following the positive news of the current post-holder securing a career development opportunity, StreetGames is seeking a Strategic Lead for Sport in Wales. This role is about turning strategy into meaningful, measurable impact for young people living in low-income and underserved communities across Wales. The role will be to develop new approaches to embedding Doorstep Sport in the work of a range of different partners. The role will also have responsibility for leading Wales' key Strategic relationships and approach with Sport Wales, Regional Sports Partnerships and wider sports sector partners.

The post holder will provide management and support to Regional Partnership Managers and the Doorstep Sport Fieldworker (North) This post will also hold responsibility in leading the relationship for StreetGames in 1 of the regions.

As a senior role in StreetGames team, the postholder will play a key role in shaping the future development of the charity across Wales.





KEY RESPONSIBILITIES

1. Lead the implementation of StreetGames' Strategy, aligned to national sports strategy and policy, including Sport Wales and Well-being of Future Generations Act)
2. Be the expert on the Welsh sports landscape, tracking emerging trends, policy and future funding opportunities
3. Represent StreetGames in senior stakeholder meetings, advisory groups and consultations
4. Build and sustain a strong relationship with Sport Wales, ensuring StreetGames' role as a national partner grows and develops further
5. Act as a point of contact for other strategic sports partners across Wales, influencing investment and strategic planning for young people living in low-income under-served communities
6. Identify and cultivate new partnerships to expand StreetGames' delivery and impact across Wales
7. Co-design and support programmes in Wales that improve access to sport for young people in low-income communities, ensuring they are co-produced with Locally Trusted Organisations and/or young people
8. Oversee the network of Locally Trusted Organisations in Wales, ensuring there is a strong understanding of their delivery and the make up of the Network in Wales
9. Monitor and evaluate impact and learning on how Doorstep Sport programmes contribute towards wider outcomes such as community safety, health, employability and inclusion
10. Provide financial planning and oversight for the overall budget in Wales
11. Provide leadership and regular support to the team across Wales, ensuring team members have clear work programmes, linked to StreetGames business plan
12. Collaborate with wider internal colleagues at StreetGames ensuring that the organisation is learning from Wales' approach and Wales benefits from the broad ranges of skills and expertise StreetGames has.



ABOUT YOU

We are looking for someone who deeply believes in improving access to sport for young people living in poverty across Wales. You will have a strong track record of delivering meaningful change and impact. You are a strategic connector, able to move confidently between community engagement and influencing at regional and national levels. You are comfortable working across delivery, strategy, policy and funding environments, and can build partnerships that lead to real change.

You will be:

- Politically astute
- Personally driven
- Curious and evidence-led
- Resilient when change is slow
- Comfortable discussing both delivery and strategy
- Capable in writing plans, proposals, and interpreting strategy and policy
- Able to lead people with clarity and enthusiasm, growing their leadership and capability
- Pragmatic and solutions-focused, especially where resources are limited
- Comfortable leading through complexity, bringing clarity and direction



GENERAL DUTIES

1. To adhere to existing working practices, methods, procedures, undertake relevant training and development activities and to respond positively to new and alternative systems
2. It will be necessary to work with information technology and associated systems in accordance with StreetGames policies
3. To co-operate with StreetGames in complying with relevant health and safety legislation, policies and procedures in the performance of the duties of the post
4. To carry out the duties and responsibilities of the post in compliance with the StreetGames equity policy
5. To maintain confidentiality and observe data protection and associated guidelines where appropriate
6. To carry out any other reasonable duties and responsibilities within the overall function, commensurate with the grading and level of responsibilities of the post



EXPERIENCE AND KNOWLEDGE

Qualifications and training:

1. Evidence of on-going professional development

Experience:

1. Strong understanding of the sport and physical activity landscape in Wales, including Sport Wales Strategies, Regional Sports Partnerships and wider sports sector partners
2. Demonstratable experience in the sporting strategic landscape, partnership working and influencing stakeholders
3. Proven ability to design, deliver and evaluate impactful sport and/or community programmes that meet the needs of young people living in low-income underserved communities
4. Practically applying the commitments of the Wellbeing of Future Generations (Wales) Act to projects and programmes
5. Excellent communicator, relationship-builder and advocate
6. Commitment to equality, co-production and community empowerment

Knowledge:

1. Knowledge of Welsh Government policy as it relates to young people, sport, communities and deprivation.
2. Well-being of Future Generations Act Wales (2015)
3. Legislative expectations on charitable organisations and those delivering in community sport settings relating to safeguarding, health and safety and equal opportunities.



SKILLS AND ABILITIES

1. Ability to employ a facilitative style with staff and partners in keeping with the culture of the organisation
2. Ability to work independently and as part of a team, when required
3. The ability to identify new and innovate ways to develop and grow partnerships and/or projects
4. Able to collect, analyse and report on findings of data. Including using findings to inform decision making
5. Excellent administration and organisational skills and to be IT proficient, including effective use of Microsoft Word, Excel, Power-point, Outlook, Teams and other video calling platforms
6. Able to deal with conflicting and competing priorities and to prioritise workload
7. Able to work flexibly in response to the needs of a fast-moving organisation
8. Able to present a professional image of the organisation with external partners.



BENEFITS

- Hybrid working and access to office space in Manchester and London
- Great work-life balance
- Access to free counselling and support services
- Enhanced family friendly benefits
- Company Socials
- Eye Care allowance
- Cycle scheme
- Pension scheme of up to 8% employer contributions
- 25 days annual leave plus bank holidays
- 2 Volunteering days per year
- We will consider job-share arrangements for this role.



HOW TO APPLY AND INTERVIEW INFORMATION

You can upload your CV and covering letter, outlining your suitability for the role on our website at

<https://www.streetgames.org/about-us/careers/>

You can email your CV and covering letter, outlining your suitability for the role direct to: people@streetgames.org and quote **Strategic Lead Wales** in the subject line.

If you require any additional support applying for this role, please contact people@streetgames.org and we will try and accommodate any reasonable requests.

Closing date for applications is **Monday, 27th of July 2026, 5pm**

Interviews: estimated w/c 10th of August

If you know you will be unavailable on the dates above, please state this on your application

The following methods are used to systematically remove bias from the shortlisting process:

- **Anonymisation:** Removing all personally identifiable information from an application.
- **Wisdom of the crowd:** Getting more than one person to review applications helps to average out subjectivity for a more accurate assessment of merit.