



Place MEL Manager

Active Birmingham
(Birmingham Place Partnership)

Closing date for applications:
5th June 2026, 5pm

REGISTERED
CHARITY NUMBER

1155171

REGISTERED
COMPANY NUMBER

08177159

Who we are

Sport Birmingham is here to make a positive difference to people's lives through sport and physical activity.

We are the city's strategic sports & physical activity partnership, working as a leading charity to join up policy and investment with delivery partners who bring inclusive and accessible sport and physical activity to communities.

We provide leadership and support through insight, knowledge and expertise to anyone in Birmingham working towards our vision of a more active city and a healthier place to live, learn, work and play. We tackle inequalities by working where the need is greatest.

Sport Birmingham was established in 2014 as an independent company and registered charity, forming from the previous sports partnership hosted through Birmingham City Council.

We remain part of a national network of 43 'Active Partnerships' and have established ourselves as the leading strategic partnership for sport and physical activity in the region, underpinned by strong governance and enhanced by effective partnership work and support for the delivery network of community sport and physical activity.

To learn more about our current strategy and our work across the city, [click here](#).

Sport Birmingham are the accountable body for the Place Deepening Investment, operating in partnership with the Birmingham Place Partnership.

Further details regarding our work with Active Birmingham and the specific responsibilities of this role can be found below.





**Sport
Birmingham**

Our Mission

A more Active
Birmingham

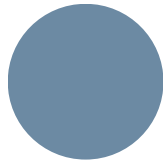
Our Vision

Uniting Birmingham
to improve lives
through physical
activity and sport

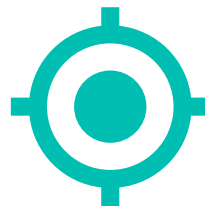
Our Values



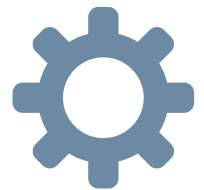
Collaborative



Inclusive



Ambitious



Purposeful

Our Priorities

We tackle inequalities by working where the need is greatest.



Improve physical
and mental
wellbeing



Develop skills
confidence and
resilience in people



Connect
communities
and bring
people together



Influence
integrate and
connect the
system



Tackle
inequalities by
removing or
reducing
barriers

What is Active Birmingham?

Active Birmingham is a partnership body working collaboratively to create lasting change within the communities that need it most to ensure that more people can live active and healthier lives for longer. Through Sport England's 'Place Partnership' investment programme, Birmingham has successfully secured significant investment to target resources and efforts on communities that need the greatest levels of support and experience the greatest levels of inequality. This approach has evolved from the former Local Delivery Pilot programme and the Commonwealth Games Active Communities programme.

The initiative is closely aligned with Birmingham City Council's 'Creating an Active Birmingham Strategy' and the new Sport Strategy, while also integrating with broader system-wide approaches currently being implemented across the city.

Strategic Vision & Mission

The strategic objectives of the Place Deepening initiative are:

- **Reducing health inequalities:** Address disparities through targeted, holistic community-led interventions.
- **Decreasing inactivity & increasing physical activity:** Implement innovative and accessible pathways to increase active lifestyles.
- **Children, Young People, and Families:** Prioritise creating inclusive, safe, and engaging environments fostering lifelong active habits.

The impact of the Place Deepening initiative is anticipated to extend far beyond immediate health improvements. Expected outcomes include:

- Reduction in inactivity levels across targeted communities.
- Improved health outcomes, especially among populations experiencing the highest inequalities.
- Increased resilience and social cohesion within communities, reducing isolation and improving mental wellbeing.
- Enhanced systems integration, embedding physical activity within broader public health and community frameworks; these have been identified as 5 systems – Health, Education, Jobs & Skills, Active Environments, and Communities.



You can find out more about Active Birmingham at our dedicated landing page [here](#)

Job Specification

**Job Title: Place MEL Manager - Active Birmingham
(Birmingham Place Partnership)**

Reporting to: Head of Place

**Salary: £0.6 FTE £38,000 - 40,000 (equivalent to
£22,800 - £24,000)**

Contract: Fixed term contract until 31st March 2028

Host / Location: Sport Birmingham (The Accountable Body) will be the host employer for this role other than in the case of an applicant from a Partner Organisation being successful, and that organisation wishing to continue their employment; a secondment would be another alternative option. The office is in central Birmingham (and operates a hybrid working policy), but travel and work location will be flexible according to need, including some working days spent at some partner office locations each month.



Our Commitment to being an Inclusive Employer

We encourage applications from people of all backgrounds, communities and industries, and are committed to building a team that reflects a diverse range of skills, experiences and perspectives. We are dedicated to promoting equality, diversity and inclusion across our workforce and in all opportunities provided by Sport Birmingham.

We value lived experience as an essential part of who we are as a team and how we work with others. The insight, understanding and perspectives that come from people's own experiences strengthen our organisation internally and help us build more meaningful, inclusive relationships in our external work. We want everyone who works with us to feel safe, respected and able to be their true self, knowing that their voice, identity and experiences are welcomed and valued.

To find out more about working at Sport Birmingham and the benefits we offer click [here](#)

Job Purpose

To lead monitoring, evaluation and learning across the Birmingham Place Partnership, using data and insight to support decision-making, improve delivery and demonstrate impact. Working collaboratively with internal colleagues and external partners, the role will embed a joined-up culture of learning and lead the development and implementation of MEL priorities for 2025–2028 in line with the Place Evaluation and Learning Approach.

Key Duties & Responsibilities

Monitoring & Evaluation (M&E):

- The Monitoring, Evaluation, and Learning (MEL) Lead working with the Birmingham Place Partnership and Steering Group. will direct appropriate plans for future evaluation, learning and consideration for demonstrating impact against Sport England’s 4 key outcomes of 1) reducing inactivity 2) increasing activity 3) positive experiences for children and young people and 4) tackling inequalities.
- Design and implement MEL frameworks and systems aligned with project KPIs and Sport England specific NELP requirements.
- Develop performance indicators, data collection tools, and monitoring plans.
- Conduct baseline, midline, and endline evaluations and oversee periodic data collection activities.
- Manage MEL databases and ensure timely, accurate reporting to Sport England and the Birmingham Place Partnership and Steering Group.
- This Monitoring, Evaluation, and Learning (MEL) Lead will ensure data is collected, analysed, and used to improve project outcomes, inform strategic decision-making, and promote accountability and learning within the Birmingham Place Partnership and Steering Group.

Learning & Adaptive Management:

- Manage and oversee the commission with evaluation partners on behalf of the Birmingham Place Partnership.
- Facilitate learning reviews, reflection sessions with Birmingham Place Partnership and Steering Group.
- Promote the use of evidence and lessons learned to inform programme design and decision-making of the Birmingham Place Partnership and Steering Group.
- Lead the development of knowledge products (case stories, evaluation summaries).
- Integrate learning into planning cycles and reporting frameworks.

Capacity Building & Support:

- Provide technical support and training to Birmingham Place Partnership and Steering Group, partners on MEL tools and practices.
- Build organisational capacity to use MEL data for program improvement and accountability to Sport England.

Reporting & Communication:

- Refine and deliver the plan in line with the vision, values, brand, projects and services to generate a clearer understanding of our work among partners, influencers and stakeholders.
- Produce high-quality MEL reports for Birmingham Place Partnership and Steering Group.
- Collaborate with communications and program staff to share evidence of impact.
- Represent the Birmingham Place Partnership and Steering Group. in MEL networks, workshops, and donor meetings when needed.
- Lead the Place level Theory of Change continually review and update with local evidence and learning.
- Lead the Evaluation and Learning Plan - Identify local place evaluation and learning priorities, and how that is being fulfilled.
- Lead the Maturity model and surveying - participate in necessary processes to complete System Maturity Matrix (SMM) and Survey participate with support from SE and/or NELP.
- Impact reporting - provide six monthly evaluation and learning reporting and bi-annual impact reporting – with support from SE and/or NELP.
- Maintain an outcome-focused approach, clearly articulating and evidencing the impact of system connectivity and intervention.
- Create tools and environments that support shared learning and best practice across the Place Partnership Develop and apply community listening methods to bring data to life through youth voice, lived experience and storytelling.
- Incorporate relevant models and frameworks (e.g. NELP, COM-B Behaviour Change Model, Lundy Model of Child Participation, Socio-Ecological Model, and the Sport England Key Metrics) into evaluation practices.

General Duties

- Ensure that governance quality assurance processes and GDPR (data protection) standards are adhered to when managing programmes and grant giving.
- To represent Birmingham Place partners with various groups and partnerships, stakeholders.

Person Specification

Experience & Knowledge:

- Extensive experience in MEL design and leadership, preferably in complex, multi-stakeholder environments.
- 3–7 years of relevant experience in MEL roles.
- Preferable experience of Place based initiatives and NELP framework.
- Understanding of Birmingham’s local context and communities, including the challenges and opportunities related to physical activity.
- Strong knowledge of MEL methodologies (quantitative and qualitative).
- Experience with data analysis tools.
- Proven ability to link data and evidence to learning and strategy.
- Familiarity with results-based management, impact evaluation, and adaptive learning models.

Skills & Abilities:

- Proficiency with digital data collection platforms.
- Excellent written and verbal communication skills in English.
- Strong facilitation and interpersonal skills.
- Ability to work independently and manage multiple priorities.
- Commitment to evidence-based programming and continuous improvement.
- Excellent leadership and team development skills, with the ability to inspire, empower, and motivate individuals and teams.
- Strong communication and advocacy skills, with confidence to represent the organisation externally through presentations, briefings, and public speaking.
- Skilled in building and maintaining effective networks and partnerships across diverse communities and professional sectors.
- Ability to translate complex information and data into engaging narratives that drive understanding and action.
- High level of organisational skills, including the ability to prioritise work, manage competing demands, and adapt to changing circumstances.



Values & Approach

- Passionate about reducing inequalities and creating inclusive opportunities for physical activity.
- Collaborative, empathetic, and respectful of different perspectives, with a strong commitment to co-production and community empowerment.
- Outcome-driven and reflective, with a learning mindset and the ability to adapt strategies based on feedback and evidence.
- Commitment to equality, diversity, inclusion and belonging.
- Shows respect for diversity and values individual difference. Treats all people fairly and appropriately regardless of race, religious belief, gender, age, disability, sexual orientation, appearance or position.
- Ability to raise awareness of the benefits of diversity and build active commitment to ensure equality of opportunity.

Recruitment & Shortlisting

We strive to ensure a fair, transparent and accessible recruitment process for all applicants and will remove identifying parts of your application and CV, such as your name until we have completed the shortlisting process.

Your Equality & Diversity Monitoring Form will be kept separate from your application and will only be used to monitor the demographics of who is applying for our roles to help us to identify any gaps.

Following the interview process we will offer feedback on how we made our decision, upon request. We value any feedback we receive from applicants on how we can make our recruitment process more inclusive.

To apply: please complete the [application form](#), the [equal opportunities form](#) and email your CV to recruitment@sportbirmingham.org

Closing date: 5th June 2026, 5pm

For any further information please contact:
Mike.Chamberlain@sportbirmingham.org or
Tom.Mcintosh@Sportbirmingham.org

Dates of Interview: Between 15th - 19th June

