

Appointment of Head of Sport & Physical Activity

June 2026 | Reference DBHQD





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Welcome

Welcome and thank you for your interest in the role of Head of Sport and Physical Activity at Glasgow Life.

Ask any of the wonderful people who work for Glasgow Life why the charity is special, and they'll tell you it's because of what we do and who we do it for.

Glasgow Life is a charity unlike any other because Glasgow is unique. Every day we welcome tens of thousands of people to our gyms, pitches, sports courts, museums, libraries, community facilities and concert halls.

Every year we reach millions of people, face-to-face or online, encouraging them to lead happier, healthier lives, and to experience for themselves the world's friendliest city.

Our focus on the power of culture and sport to deliver a fair and inclusive future for communities across Glasgow ensures that our work remains integral to the city's mental, physical and economic wellbeing.

The Head of Sport and Physical Activity will continue to help us realise Glasgow's huge ambition and Glasgow Life's incredible success working on behalf of the people we work with and for every single day.

I very much look forward to meeting you.

George Hunter

Director of Libraries, Sport & Physical Activity and Communities
Glasgow Life.

About Glasgow Life

Bursting with energy, purpose and community spirit, Glasgow is a city where culture, learning, sport and wellbeing share everyday life.

At the heart of this vibrancy is Glasgow Life, one of Scotland's largest charities, dedicated to transforming lives and strengthening communities through sport, physical activity, culture and learning.

Our vision is to inspire every citizen and visitor to become engaged and active in a city globally renowned for its sporting excellence and cultural richness. As a charity, we deliver this vision in innovative ways, supporting inclusion, wellbeing and opportunity across Glasgow's diverse communities.

Our work is deeply rooted throughout Glasgow. We manage and animate a wide portfolio of sports facilities, events, museums, libraries, community venues and programmes to offer meaningful access to education, health and personal growth to everyone.

These services deliver impact and tackle inequality, improve mental and physical health and strengthen civic participation.

Whether supporting young people through sport and learning, promoting active lifestyles through inclusive fitness programmes, or providing vital access to reading and digital services in libraries, we are focused on delivering for Glasgow's people and places.

With our dedicated teams and volunteers, we're proud to play a key role in delivering Glasgow's strategies for physical activity, culture, events, libraries, community learning and development while supporting the city's economy.

We collaborate locally, nationally and internationally to ensure that Glasgow is not only a great place to live, work and visit — but a city where everyone can flourish.

Glasgow Life Appointment of Head of Sport and Physical Activity





The role

Glasgow Life's vision is to inspire every citizen and visitor to become engaged and active in a city globally renowned for culture, sport and events.

As a charity, we deliver this through innovative approaches across Glasgow's diverse communities. Our cultural and sporting programmes, experiences and events promote inclusion, happiness and health while also supporting the city's visitor economy, and enhancing mental, physical and economic wellbeing.

The Head of Sport & Physical Activity is a key role of Glasgow Life's senior management team. They are responsible for leading all sport and physical activity and are a visible and influential leader, promoting a culture of ambition, teamwork, commitment and enjoyment.

Reporting to the Director of Libraries, Sport & Physical Activity and Communities, the postholder will lead, inspire and challenge a multi-disciplinary team to lead the operational delivery of leisure services across multiple facilities and teams, ensuring safe, effective and financially sustainable services while supporting Glasgow Life's wider ambitions for participation, health improvement and community wellbeing.

They will act as a strategic adviser to the Senior Leadership team on Glasgow Life's positioning and reputation, as subject matter expert in sport and physical activity, driving the organisation's mission and long-term goals.

Key responsibilities

The key responsibilities for the role include:

- As part of Glasgow Life's senior management team, contribute to the strategic objectives, financial planning and culture of the organisation, helping to continue to grow Glasgow Life's income base within Sport, optimising sport and physical activity assets and identifying opportunities for growth.
- Lead and embed city wide strategies including the Physical Activity and Sport Strategy for Glasgow and Glasgow Sports Pitch Strategy, advocating the positive impacts of physical activity and sport on individuals and communities.
- Lead on the development and implementation of capital projects and business planning initiatives to consolidate and improve commercial performance, whilst building a robust case for the sustainable investment in facilities and services.
- In line with Glasgow Life's Behavioural Framework provide inspirational and visible leadership, guidance and coaching to the team so they can collaborate to achieve targets and respond to new challenges and meet new demands, recognising trends, and the challenges and opportunities of the dynamic external environment.
- Cultivating an inclusive culture to ensure difference is embraced, creating a sense of belonging and an environment where all colleagues feel safe, respected, and can thrive.
- Prepare and present reports to external committees and Board on performance against strategy, plans and budgets and future vision and ambition.
- Collaboratively work to understand the challenges, opportunities and innovation within the external environment and ensuring Glasgow Life and the Sport & Physical activity team is agile to respond to and meet the changing demands of our customers and stakeholders and ensuring our value propositions and key strategic messages are integrated.
- Develop and implement a customer focused approach, overseeing customer service excellence and service quality, ensuring responsiveness to changes in demand.
- Lead sport and physical activity services and teams to ensure services operate safely, efficiently, putting the customer and local communities at the heart of everything we do.
- Work collaboratively with partners, community organisations and health stakeholders to maximise participation and impact.
- Support the wider public health and wellbeing priorities through increased participation in sport and active lifestyles.
- Driving improvement projects, aimed at business improvement and streamlining, while ensuring quality and excellence. Supporting managers to tackle complex problems that affect the sector and work to resolve them with innovative solutions.
- Working with key partners in the city and outside, advocate for relevant sectors, influencing key decision makers at a national level, seeking funding, building capacity, building profile, developing networks and relationships.
- Building highly effective relationships with key stakeholders and representing Glasgow at local, regional and national networks, and at Board level representation for appropriate partnerships and organisations to increase the focus on the impact that culture, sport and physical activity have on social renewal and recovery as well as economic regeneration, informing both national and international policy.
- Business analysis, performance measurement and partnership across Glasgow Life to develop new operating opportunities for excellence and continuous improvement.
- Work with drive, passion and energy to promote the vision and values of Glasgow Life.

Qualifications, experience and knowledge

Candidates should bring all or most of the following qualities:

- Educated to degree level or equivalent senior-level experience in a relevant field.
- Proven track record of strategic leadership in a senior role, with the ability to lead large, multidisciplinary teams, shape organisational direction, and deliver results within a complex culture and sport environment.
- Excellent communication and advocacy skills, with the ability to influence policy, build consensus, and represent Glasgow at a senior level across public, private, and third-sector partners.
- Demonstrated passion and enthusiasm for sport & physical activity, with experience engaging, inspiring and motivating colleagues and audiences.
- A strategic thinker and planner with a proven track record of using business judgment to develop long-term growth strategies.
- Strong financial and budget management skills with experience securing, managing, and growing income from diverse sources.
- Experienced in leading projects and teams in in complex, high-pressure environments, demonstrating resilience, decisiveness, and effective prioritisation.
- Experience of leading and implementing change programmes with measurable outcomes.
- Possess strong excellent commercial acumen and business judgment with ability to step back and look at long term vision for growth.
- Knowledge of equality, diversity and inclusion work in sport and physical activity to address underrepresentation.

Glasgow Life Competency Framework

Glasgow Life follow a Competency Framework. Further Information can be found by clicking this link: [Glasgow Life Competency Framework](#)

Glasgow Life Behaviours

The Glasgow Life Behaviours Framework can be found through the role advert (DBHQE) at roles.saxbam.com



Terms of appointment

- **Salary:** £85,409 – £99,011
- A holiday allowance of 30 days plus 6.5 public holidays for full time roles. (This rises to 35 days after 5 years.)
- Membership of the Local Government Pension Scheme.
- Discounted Glasgow Club membership and money off in our museum shops and online store.
- Option to buy extra annual leave.
- Cycle-to-work scheme.
- Flexible working and family friendly policies.

Please note that Glasgow Life is an Arm's Length External Organisation to Glasgow City Council. We are currently completing a Job Evaluation exercise and introducing a new pay and grading structure. This may impact current salaries quoted in job adverts. To learn more, visit - <https://www.glasgow.gov.uk/jobevaluation>.

Process:

First stage interviews will take place in Glasgow in September 2026

Executive Assessment Tests will also be conducted.

Final stage interviews will take place in Glasgow at the end of September 2026

Due diligence:

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.





How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to Glasgow Life on this appointment.

For further information about the role, including details about how to apply, please visit roles.saxbam.com using reference **DBHQE**. Alternatively email mary.few@saxbam.com.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and completing an EDI monitoring* form.

The closing date for applications is **23:59** on the **5th July 2026**

* The EDI monitoring form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

Diversity matters at Glasgow Life. We are determined to reflect the diversity of Glasgow in our workforce. Glasgow Life is on a journey to develop a workplace that reflects the communities we serve where everyone feels empowered to bring their full, authentic selves to work.

We're a Disability Confident and Carer Positive employer and invite candidates from all backgrounds to apply. Read more about our commitment to equality and diversity on our website. <https://www.glasgowlife.org.uk/the-small-print/an-inclusive-employer>

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

- [Read our guide to writing cover letters](#)

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