



National Health & Physical Activity Integration Lead

Location:	Remote work with travel when required
Contractual Status:	Part-time (flexible options available) Fixed-term to 31 st March 2027
Salary:	Senior £50,000 FTE

Who we are:

Our people make up the national governing body for group exercise, supporting instructors and communities across the UK to bring group fitness to the front of our nation's exercise activities.

At EMD UK, our small but passionate team has the opportunity to make a big impact. We collaborate and draw on our collective expertise to deliver work that matters to the people we serve. Enthusiastic individuals with sector expertise and unique skills have built what is now a growing organisation with an ever-increasing membership of over 18,000 instructor members and sector partners.

Our team describe us as family-friendly, approachable and driven by a shared purpose to create positive change across the industry while supporting each other to succeed.

About the role:

This role sits at a national, system shaping level, leading the strategic integration of the group exercise and physical activity sector with the health and care system.

The postholder will work on behalf of EMD UK to influence policy, workforce frameworks and investment that ensures group exercise and group exercise instructors are recognised, credible and embedded within prevention, treatment and recovery pathways.

The role will focus on system change, national partnerships, workforce alignment and creating sustainable health-sector engagement and investment within group exercise.

For a more detailed overview of this role, please refer to the following page.

Recommended reading: [EMD UK Social Value Report](#)

[Click here to apply](#)

Job overview:

Title	National Health & Physical Activity Integration Lead
Reports to	Chief Operating Officer
Key Tasks and Responsibilities	<p>National Strategy & System Leadership</p> <ul style="list-style-type: none"> • Provide national leadership on the integration of group exercise and physical activity within the health and care system. • Position the organisation as a credible strategic partner to NHS England, Integrated Care Systems (ICSs), public health bodies and national health agencies. • Interpret national health policy and workforce and prevention agendas to convert these into opportunities for the group exercise sector. <p>Workforce & Framework Alignment</p> <ul style="list-style-type: none"> • Lead national work to map group exercise qualifications, roles and career pathways to health frameworks, including the Allied Health Professions' Support Worker Competency, Education and Career Development Framework. • Identify gaps, risks and opportunities in workforce recognition and progression across sectors. • Influence qualification standards, professional recognition and workforce development to align with health system expectations. <p>Advocacy & Representation</p> <ul style="list-style-type: none"> • Act as a national advocate for group exercise instructors, providers and participants within health, workforce and policy forums. • Develop briefings, position statements and sector guidance that articulate the value of group exercise to health outcomes and system priorities. • Ensure consistent national messaging and language that resonates with health commissioners, clinicians and system leaders. <p>Pilots, Innovation & Investment</p> <ul style="list-style-type: none"> • Lead the development of national or multi-region pilots that test new models of partnership, referral, delivery and workforce integration. • Identify and pursue investment and funding opportunities from health, public health, research and innovation sources. <p>Partnerships & Stakeholder Engagement</p> <ul style="list-style-type: none"> • Build and maintain senior level relationships across national health bodies, ICSs, education providers and delivery partners. • Support cross sector collaboration while respecting the different cultures, governance and accountability structures of health and physical activity.

	<ul style="list-style-type: none"> Act as a point of expertise for the group exercise sector on navigating the health system. <p>Evidence, Impact & Learning</p> <ul style="list-style-type: none"> Champion the generation and use of evidence demonstrating the impact of group exercise on health outcomes, workforce sustainability and system efficiency. Ensure pilots and programmes are designed with appropriate evaluation and learning mechanisms aligned to health sector standards. Use insight to inform national strategy, workforce development and future investment priorities.
<p>Organisational Responsibilities</p>	<ul style="list-style-type: none"> Demonstrate a clear understanding of, and commitment to, EMD UK's mission and values, contributing to a positive, purpose-driven organisational culture. Ensure effective administration of EMD UK's processes in full compliance with all organisational policies, GDPR, and relevant regulations. To support the development of new and existing products and services. Support and attend projects, meetings and events as required or appropriate on behalf of EMD UK. Support the EMD UK staff team as required with any other relevant task commensurate with the level of the role and as requested by your line manager or Chief Executive. Demonstrate a commitment to equality, diversity, and inclusion by: <ul style="list-style-type: none"> Completing relevant training and understanding key policies (e.g. EDI, Staff Handbook, Safeguarding); Supporting inclusive planning, fostering a respectful work culture, and ensuring non-discriminatory practices; <p>Including EDI actions in your workplan aligned with the organisation's Diversity & Inclusion Action Plan (DIAP).</p>

Person Specification:

Qualifications, experience, knowledge, skills & attributes needed for the role:

Essential:

- Strong understanding of the UK health and care system at national and system level.
- Experience working within, alongside or strategically influencing the healthcare sector.
- Background in health, public health, workforce development, commissioning or system leadership.
- Ability to represent EMD UK and the group exercise sector confidently with senior stakeholders to secure collaboration and strategic alignment.
- Experience shaping or influencing strategy, frameworks or system change initiatives.
- Excellent relationship-building, influencing and communication skills.

Desirable:

- Demonstrable knowledge of sport, physical activity and/or group exercise.
- Experience applying or aligning roles to national competency or workforce frameworks.
- Understanding of prevention, long-term conditions or social prescribing agendas.
- Knowledge of public health and health funding frameworks and application processes.
- Demonstrable experience in evidencing the impact of initiatives.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an indication of the areas of activity and can be amended at any time in response to the changing needs of the organisation.

[Click here to apply](#)

The closing date for this application is 9am on Monday 8th of June 2026.

Why join Team EMD UK?**What we offer:**

We know our people do their best work when they are trusted, supported and able to balance work with life. Our teams are knowledgeable, and many have firsthand experience as sector experts. We are dedicated to supporting their growth by investing in their development.

That's why we offer:

- Flexible and home-based working
- A strong focus on work-life balance
- A collaborative and supportive team culture
- Opportunities to contribute ideas and shape our work
- Ongoing learning and professional development

As a small organisation, we provide a strong sense of autonomy and the opportunity to see the impact of our work first-hand.

Our benefits:

We believe in providing a holistic benefits package that supports physical health, mental wellbeing and life outside of work.

30 minutes, on us, to exercise your way!

Because fitness matters for us at EMD UK, we support all staff with a paid 30-minute break in every full working day to focus on getting active and improving wellbeing. Whether that's attending a class, making the gym work at lunch, or taking time to be one with nature, our "Active 30" is protected time for you to invest in your health.

In addition to this we offer a diverse range of benefits to suit your lifestyle:

- Your birthday off (or nearest working day)
- Two paid volunteering days each year to support a cause you care about
- Access to a 24/7 GP and health services
- Mental health support and counselling through our Employee Assistance Programme
- Healthcare cashback scheme for everyday medical costs
- Life insurance (4x salary) for added peace of mind
- Financial wellbeing tools and guidance
- Tax-free childcare scheme (subject to eligibility)
- Free EMD UK instructor membership each year for those actively working in the sector
- Discounts on gyms, health clubs and spa memberships
- Access to retail, travel and lifestyle discounts

We believe in a culture that is built on trust and mutual respect. All our team members are home-based with numerous flexible working opportunities designed to work in tandem, rather than against, personal or family life.

Commitment to Diversity & Inclusion

EMD UK is committed to inclusive hiring, actively seeking candidates from diverse backgrounds and perspectives. We strive to ensure a fair, transparent, and bias-free recruitment process where every applicant is evaluated based on their skills, qualifications, and potential.



As a Disability Confident employer, we welcome applications from people with disabilities and long-term health conditions. We provide adjustments throughout the recruitment process and a dedicated contact for accessibility-related support.

If you require any adjustments, please contact our People Manager at sarahp@emduk.org. Our commitment to diversity and inclusivity means fostering an environment where every employee feels valued, respected, and empowered to succeed.

Application & Interview process

The EMD UK application is an online form that allows you to enter your work history, skills, and relevance to the job description, or to upload a CV and supporting statement that includes this information. Your application finishes with our Diversity Monitoring form, which is anonymous.

If you require any reasonable adjustments to your application or any part of the recruitment process, then please contact our People Manager at sarahp@emduk.org. Sarah will be able to tailor your needs to create a fair process where you can put forward the best version of yourself for consideration. Reasonable adjustments include but are not limited to viewing any interview questions ahead of time, access to tasks expected in the process or interpretation support.

The closing date for this application is 9am on Monday 8th June 2026.

Shortlisting will be completed by the 12th of June. If you have not heard from EMD UK by this time, your application has unfortunately been unsuccessful; however, we welcome your application for future job roles at <https://emduk.org/about-emd-uk/careers/>

If shortlisted, you may be asked to prepare a short task or presentation relevant to the job ahead of or during an interview.

Interviews will take place between the 22nd and 26th of June and will be held online via Zoom.