

ROLE PROFILE & PERSON SPECIFICATION

FITNESS MANAGER

1. **RESPONSIBLE TO:** General Manager

2. **RESPONSIBLE FOR:** The day to day operation and supervision of the centre.

3. **ROLE OVERVIEW:**

- This includes service quality, operation, programming, promotion, membership sales (including on-line membership sales), fitness inductions, gym based classes, cleaning and maintenance. To ensure excellent customer services whilst achieving business, income, sales, financial and operational targets and management of staff on shift.

4. **SPECIFICALLY**

4.1. Customer

- Build a high profile rapport with customers and create an excellent, quality 'customer experience' within the centre at all times.
- Continually monitor and review the standards achieved, taking appropriate action to rectify adverse trends identified through audit or other mechanisms.
- Personally review the ongoing levels of customer comments and complaints taking appropriate action to reverse adverse trends.
- Maintain a good and positive image of the Centre to members and the public generally by providing a welcoming, clean, helpful and professional service.
- Comply with the commitments outlined in the 'Customer Charter', ensuring that standards are maintained as stipulated.
- Ensure the safety and control of customers and the public generally within the Centre and that all relevant regulations applicable to the Centre's operation are enforced and complied with.
- Assist customers with use of the facilities and activities and to encourage maximum and safe use of the Centre.
- Provide safe and appropriate training programmes to customers.
- Actively encourage bookings of the Centre's facilities and activities and to enquirers in person, on the telephone and via email; communicating new ventures and suggesting appropriate activities to potential customers.
- Book all enquiries to tours on their initial enquiry to the centre.
- Deal with on-line customer memberships and queries

4.2. Health & Fitness

- Supervise all members activities in the fitness room ensuring that all equipment is used in a manner consistent with safe working practice
- Prepare areas and equipment for sessions as and when required
- Undertake specialist inductions and re-focus sessions as and when required complying with the Better Brand
- Actively encourage members to participate in retention sessions, Gym Challenge and social nights etc.
- Actively gain referrals from existing members
- Encourage all members to 'cross train' their fitness programme to ensure minimal 'hot spots' and routine with a members training regime

- Carry out routine monitoring and basic repair maintenance of equipment and fittings as required, logging all major faults and repairs in the correct way
- Clean the premises and equipment ensuring the highest possible standards are maintained.
- Undertake fitness duties as required - take gym based classes when required.
- Operation, delivery and programming of Junior Gym sessions
- Undertake Fitness Class

4.3. Sales & brands

- Achieve the Better Business and outreach plan for the centre ensuring that the membership base is sustained and grows to meet targets.
- Ensure promotional liaison with the Business Support Manager and their input to achieve targets.
- Dealing with on-line enquiries and online memberships.
- Ensure the effective and efficient operation of all brands within the centre and effectively implement the roll-out of any changes to the Brand - ensuring that implementation is as smooth as possible with minimal disruption to customers.
- Selling of memberships, direct debits, personal account management and other Centre activities.
- Operate IT systems on both reception and sales service and manage the direct debiting system.
- Record non-membership customers and actively promote and sell the membership schemes.
- Actively generate leads through activities and outreach within the centre and also out of the centre.
- Responsible for the marketing and promotion of the Centre.
- Responsible for achieving the centres sales targets.
- Manage the GLL sales process and performance of staff selling memberships.

4.4. Operations & cleanliness

- Drive and achieve the highest standards of cleanliness
- Lead, manage and organise all aspects of the centre day to day operations, ensuring they are carried out efficiently and economically within agreed policies and procedures.
- Manage and implement all Health and Safety requirements, including all procedures in relation to fire precaution, licenses, food, COSHH, heating, plant, ventilation, energy management, and conservation.
- Responsible for the efficient and effective control of the day to day operations and service of the centre, ensuring that required levels of staffing, security, general cleanliness, customer supervision and equipment checks are maintained.
- Contacting contractors and organising for repairs to be completed promptly.

4.5. Business / Financial management

- Maintain all 'Good Housekeeping' systems and operate a range of computerised management and software packages. Entering data and obtaining output from electronic data processing equipment in accordance with agreed procedures.
- Maintain all appropriate records, systems and financial procedures in accordance with instructions and regulations. As required be responsible for cash handling within the centre.
- To receive, receipt and account for all monies in accordance with laid down procedures.

- Promote, operate and ensure that smooth running membership and booking system, record debtors and ensure that any deviations are brought to the management's attention
- Ensure vending machines are adequately stocked
- To keep records of all maintenance, repairs and tests of plant and equipment carried out.

4.6. Personal development

- Ensure all necessary qualifications for the post are maintained and renewed
- Fully participate and engage in all GLL and Health & Fitness Training and ongoing assessment of performance.
- Keep abreast of trends and developments within the leisure and health and fitness industry, and discuss own training and development needs with the Centre Manager as appropriate

4.7. Staff management

- Responsible for performance managing the staff on shift
- Responsible for organising the rota and covering shifts and classes
- Assisting staff with their development by completing appraisals and ongoing reviews

4.8. Other

- To administer First Aid as required, if qualified.
- To act in accordance with, and actively promote, GLL's policies and standards.
- To undertake any other duties commensurate with the post's level of responsibility.

5. KEY WORKING RELATIONSHIPS

- Able to work with and alongside other members of the Fitness Management team. Close working relationship with the General Manager in completing tasks when needed.
- Management of fitness instructors, customer service advisors, group exercise instructors and cleaners on a day to day

6. PERSON SPECIFICATION

THE AIM OF GLL IS TO RECRUIT PEOPLE NOT JUST FOR JOBS BUT FOR LONG TERM CAREERS. WE WANT "BETTER PEOPLE" WITH THE RIGHT GLL BEHAVIOURS TO SUPPORT OUR BUSINESS AND WHO WILL GROW WITH US AND "ACHIEVE MORE"

FOR THESE REASONS, WE LOOK FOR EVIDENCE OF THE FOLLOWING BEHAVIOURS IN ALL POTENTIAL AND EXISTING STAFF LOOKING FOR APPOINTMENTS OR PROMOTIONS:

PASSIONATE

- Demonstrates self-belief
- Shows integrity
- Is committed to service excellence
- Cares about customers, colleagues and our social agenda

ACTIVE

- Is continuously developing
- Is results driven
- Has a positive 'can-do' attitude
- Demonstrates high energy

INCLUSIVE

- A team player
- A great communicator
- Leads and inspires
- Is involved and committed

The Job demands the following blend of knowledge, skills, experience and behaviour (all are essential, unless shown otherwise, and will be assessed by Application Form and / or Interview / Assessment):

6.1. Skills

- The proven ability to be self motivated with a drive to achieve results
- The ability to monitor performance against targets and budgets
- The ability to effectively promote, market and 'sell' the service and centre
- The ability to deal with customers and their queries and concerns with tact and sensitivity
- The ability to motivate, train and develop staff
- The ability to produce results to demanding deadlines and work on a number of issues simultaneously
- The ability to work as part of a team getting the most out of people to achieve results
- Excellent written and verbal communication skills and IT literate.
- The ability to work with and influence new and casual staff members

6.2. Knowledge

- Appropriate professional qualifications (as shown in 'at a glance')
- Good understanding of the characteristics and qualities that customers want from leisure / health and fitness centres.
- Knowledge of electronic booking systems
- Knowledge of Health and Safety legislation and other legislation in relation to leisure centre operations.
- Thorough knowledge of Leisure Centre Operations and programming and financial management
- Knowledge of key performance indicators and their application and how they can be used to effect improvement.
- Up to date knowledge of developments in leisure, fitness and healthy lifestyles.
- Sound understanding of financial control, budgets and monitoring.

6.3. Experience

- A proven track record in managerial or supervisory experience in busy leisure / health and fitness centres.
- Evidence of achieving results and making a difference to customers.
- Successful budgetary control experience and working with Direct Debit systems
- Evidence of achieving results and making change happen through leadership and influence.

6.4. Behaviours

- A dynamic individual with a 'can do', results driven approach and attitude.
- An appreciation of, and commitment to, the distinctive culture and philosophy of the organisation.
- Demonstrates trust, openness and respect in dealings with people.
- Flexible approach to tasks and workload.
- The ability to work as part of a team, but to continue with own responsibilities

6.5. Other

- Able to work unsocial hours.
- Ability to work flexible shift patterns e.g. Morning Shifts, evening shifts and weekends
- Society Membership (internal candidates only)