

JOB DESCRIPTION

JOB DETAILS:

Job Title:	Commercial Fitness Manager
Grade:	Grade 10
Location of Work:	Orford Park Jubilee Neighbourhood Hub and other LiveWire sites as needed
Directly Responsible To:	Operations Director
Hours of Duty:	37

WORKING RELATIONSHIPS:

The post holder will build and maintain effective relationships with LiveWire employees, Management Team, key partners and stakeholders.

PURPOSE AND SCOPE OF JOB:

The primary objective of the Commercial Fitness Manager post will be around delivering commercial growth and overall business success for the company's health and fitness offer. The post holder will be responsible growing LiveWire's fitness offer by sourcing and introducing new products/programmes designed to appeal to LiveWire members and prospective members. Ensuring the company's fitness provisions provide an attractive and competitive offer.

Representing LiveWire at local, regional and national events the post holder will be expected to fully utilise their sales, marketing and product development expertise, along with their key contacts. The post holder must also ensure that LiveWire is the leading health and fitness provider in Warrington and as such will be expected to be well informed with regard to the latest developments in this field.

Providing leadership, strategic direction and vision for LiveWire's health and fitness offer that aligns with key performance indicators. As an accomplished and self-determined motivator, your management style will be derived from a marked orientation towards performance and results, ensuring high employee engagement and collective responsibility.

DUTIES AND RESPONSIBILITIES

1. Maintain a strategic overview of the fitness product to ensure a commercially competitive offer. Drive the Personal Training and Group Fitness offer in order to create a strong service that contributes well to the company's bottom line, ensuring a 'brand standards' consistency across the group.
2. Identify new fitness opportunities and develop new programmes and initiatives, in conjunction with LiveWire colleagues.

3. Review the products and programmes offered by the company on a regular basis and identify new products and activities that can be introduced to leisure centres for commercial gain.
4. Act as the company's main link to the UK fitness industry and ensure that LiveWire is at the 'cutting edge' of fitness provision.
5. Act as the point of contact for the company's fitness contracts ensuring the servicing/maintenance of the equipment is undertaken and, in conjunction with the Operations Directors, negotiate and agree contracts as required.
6. Work closely with third party suppliers to ensure that the company receives excellent service and value for money.
7. Assume responsibility for any membership/retention programme, product or service (and relevant personnel) on behalf of LiveWire.
8. Closely monitor sales/membership performance and produce reports and regular updates for other team members.
9. Work with the marketing team in order to create sales & marketing campaign that will help to grow the membership base.
10. As part of the Leisure Operations Team oversee membership sales and retention training across the Company.
11. With the Operations Director, review prices and LiveWire membership packages on a regular basis and make recommendations where there are opportunities to make increases.
12. Lead on the company's corporate memberships by proactively generating sales through contacting local businesses for corporate leads.
13. Participate fully in the extended management team business development and strategic level discussions.
14. Provide accurate and timely performance reports for Senior Management team.
15. Take a proactive approach to bringing ideas and draft proposals to the senior management team for discussion and consideration.
16. Support development bids for capital investment and / or revenue projects.
17. Represent LiveWire at industry events, both locally, regionally and nationally.
18. Carry out all duties with due regard to confidentiality and data protection regulations.

19. Carry out the duties with full regard to the Company's Business Plan, Equality, Diversity and Inclusion Policy, Health and Safety Policy.
20. The post holder must carry out the duties with full regard to all associated Company policies that impact upon the job role. In addition, the post holder will undertake such other duties and responsibilities as may be determined by the LiveWire Team from time to time, up to or at a level consistent with the principal duties and responsibilities of the job.

Date: June 2023

Prepared/revised by: Cheryl Siddall

In conjunction with: Kev Forester

PERSON SPECIFICATION

NOTE TO APPLICANTS:

Whilst all points on the specification are important, those marked 'E' (essential) are the key requirements. You should pay particular attention to these points and provide evidence of meeting them. Failure to do so may mean that you will not be invited for interview. In addition to interviews a variety of other selection methods may be used such as tests or exercises dependant on the role applied for. You will be advised of any alternative selection methods in the letter inviting you for interview.

JOB TITLE: Commercial Fitness Manager

GRADE: 10

HOURS: 37

Experience

- Experience of new product development that has achieved positive results. (E) A,I
- Experience in membership management (E) A,I
- Experience of managing a commercial fitness offer (E) A,I
- Managerial experience at a middle management level (E) A,I
- Experience of successfully driving up sales and commercial income (D) A,I
- Experience of and a passion to continually strive to improve customer service (E) A,I
- Experience of working to targets. (E) A,I
- Experience of communicating effectively with a wide range of people at all levels (E) A,I
- Experience in contributing to strategic planning and to strategy development. (D) A,I
- A strong understanding of Group Fitness and a proven track record on the implementation of new programmes. (E) A,I

Skills and Abilities

- Ability to analyse and evaluate data against key indicators, to monitor programmes, projects, product developments and plans, and to set targets accordingly. (E) A,I
- The ability to understand our customers changing needs and to provide services which are responsive to them. (E) A,I
- Excellent organisation and planning skills and the ability to work to tight deadlines (E) A,I
- Excellent communication skills (E) A,I
- Awareness of sensitive, political environment (E) A,I
- Computer literate with understanding of the role of IT in communications (E) A,I

- Good interpersonal skills with the ability and experience to enthuse and motivate others (E) A,I
- Ability and willingness to work outside normal office hours as required (E) A,I

Education/Qualifications/Knowledge

- A leisure management or similar professional qualification (D) A,I
- Evidence of continuous personal development (E) A,I
- High level of commercial awareness and business understanding (E) A,I
- Knowledge of the fitness offer and trends (E) A,I
- Awareness of the political, economic, social and technological environment (E) A,I
- Sound knowledge and understanding of full project & programme management cycle (E) A,I

Other Requirements

- Able to work independently and across teams (E) A, I
- Ability to act with the utmost integrity (E) I
- Commitment to Equality and Diversity (E) I
- Ability to understand and demonstrate commitment to equality, diversity and inclusion (E) I
- A commitment to service delivery and delivering excellent customer service (E) I
- 37 Hours per week with the expectation of flexibility including unsocial hours and weekends (E) I
- Attend evening meetings and weekend events as required (E) I
- Flexible approach to work locations (E) I
- Full UK Driving Licence (E) A,I

METHOD OF ASSESSMENT (M.O.A.)

A = APPLICATION FORM, C = CERTIFICATE, E = EXERCISE, I = INTERVIEW, P = PRESENTATION, T = TEST, AC = ASSESSMENT CENTRE