

JOB DESCRIPTION

JOB DETAILS:

Job Title: Fitness Co-ordinator

Grade: 5 (Subject to Job evaluation)

Location of Work: Orford Jubilee Hub (but required to work across sites)

Directly Responsible To: Commercial Fitness Manager

Directly Responsible For: N/A

Hours of Duty: 25 hours - with Option for Off Shift PT sessions to be delivered.

WORKING RELATIONSHIPS:

Under the direction of the Commercial Fitness Manager the role will require effective working relationships with LiveWire customers, the Personal Training Team, Group Fitness Team, Lead LiveWire Advisors and Group General Manager, Hub Centre Managers, stakeholders and partners, and wider LiveWire teams and colleagues.

PURPOSE AND SCOPE OF JOB:

To provide the best possible fitness by supporting the successful running of monthly fitness events and challenges, for all LiveWire members and customers, contributing to strong membership retention levels. Support to Commercial Fitness Manager, and Lead LiveWire Advisors to manage a team of Personal Trainers and Group Fitness Instructors to deliver company KPI's, targets and objectives.

DUTIES AND RESPONSIBILITIES

1. Support the Commercial Fitness Manager and Lead LiveWire Advisors to motivate the Personal Training and Group Fitness Teams to optimum performance levels to achieve agreed KPI's and targets.
2. Take a hands-on approach with contributing and overseeing all elements of the fitness offer with an ethos to lead by example. With a particular focus given to organising, planning and successfully delivering monthly fitness events & fitness challenges.
3. Assist the Commercial Fitness Manager with the introduction and continued development of a brands standards approach to the companies fitness offer (gym, Personal Training, Group Fitness, and digital content). To contribute to and take a quality assurance role in the delivery of all fitness delivery.
4. Promote membership sales with every opportunity to do so, conducting sales tours and supporting with outreach activity as and when required.
5. Take a proactive approach to learning about and keeping up to date with all areas of the business in order to aid with cross-promotion.
6. Provide data reports for PT related target and group fitness under a performance management framework – both as an individual and for the team. KPI's will include lead generation, enquiry to sale conversions, weekly session targets, retention targets, and customer satisfaction target percentage occupancy and cost per head.

7. Take pride in both your personal appearance and of your work environment to ensure company brand standards are maintained.

8. Identify training & development needs for the team and coordinate continuous professional development sessions.

9. Deliver promotional free PT taster sessions as and when required.

10. Use any ICT systems as directed for the monitoring and administration of PT sessions, ensuring all personal data is collected, stored and used in accordance with General Data Protection Regulations (GDPR).

11. Continually monitor the performance of the Fitness, Personal Training, and Group Fitness products, providing reports, action plans and feedback to the Commercial Fitness Manager to ensure the continued improvement and development of these key business areas.

12. Provide assistance to Operational site management with the performance management of Group Fitness programmes, and assisting with quality checks and new instructor recruitment.

13. Write content, coordinate, and train other team members for any in-house group fitness programmes such as FITBOX.

14. Remain flexible in regards to work patterns to meet the needs of the service, including evening, weekend and bank holiday working and adapting to changes to timetables if/when required.

15. To undertake such additional duties as are reasonably commensurate with the level of this post.

The nature of the duties listed above may over time change in which case the job description will be amended accordingly. This may not alter the size and scope of the job.

Date: 22/08/23

Prepared/revised by: J. McKie

In conjunction with: E. Stapleton

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: Fitness Co-ordinator

Grade: 5

Hours: 25 per week

Key: (E) Essential (D) Desirable Experience

Experience

1. Experience of close working relationships formed to deliver overarching team plans / goals (D) A, I
2. Previous experience of working in a gym environment (E), A, I
3. Previous experience of delivering Personal Training (E) A, I
4. Previous experience of delivering Group Fitness programmes (E) A, I Skills and Abilities
5. Ability to motivate a team and to lead by example (E) A, I
6. Ability to sell a product and oneself together with a commitment to deliver a market leading service (E), I
7. Excellent interpersonal and communication skills (E) A, I
8. Ability to adapt to varying needs of clients/customers in a personalised approach (E) A, I
9. Ability to be able to motivate clients to achieve results and realise their potential (E), A, I
10. Ability to be able to coach, mentor, and develop other team members (E) A, I
11. Ability to plan, organise and successfully deliver group events for 10 – 500 people to attend (D) A, I
12. To be able to understand and present data around Group Fitness and Personal Training and relay that to members of the management team. (E) A, I

Education/Qualifications/Knowledge

13. Level 3 Personal Training qualification (E), A
14. Knowledge or willingness to gain knowledge of the wider LiveWire offer (E) A, I

Other Requirements

15. Flexibility to work a variety of shifts including evenings and weekends (E) A, I
16. Be self-driven around work priorities in order to achieve targets (E), A, I

Commitment to Equality and Diversity

17. Ability to understand and demonstrate commitment to equality and diversity (E) A, I

Commitment to Service Delivery/Customer Care

18. Demonstrate commitment to a culture of continuous improvement (E) A, I

19. Demonstrate commitment to achieving excellence in customer care (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