<table>
<thead>
<tr>
<th><strong>Job title:</strong></th>
<th>Fitness Manager</th>
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<td><strong>Reporting to:</strong></td>
<td>General Manager</td>
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<tr>
<td><strong>Department:</strong></td>
<td>Fitness</td>
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**Hours of work:**

Your hours of work will be as per your contract of employment. A *full time/part time role would be (number of hours) per week, *(not including break) depending on what contract employee is on. (*Delete as appropriate)*

Flexibility is required to meet the needs of our business. Variable shifts to include evenings and weekends are the norm with some night working also required on occasion.

**Your mission:**

- To create and implement a “most-loved” fitness & group exercise product in order to deliver against Virgin Active’s vision of being the most loved health club
- To attract, develop and retain the best talent - individuals who are aligned with our vision and demonstrate the Activeness values.
- To be the custodian of great member service within the fitness department, ensuring the consistent delivery of Virgin Active’s customer service expectations and 5 star service promise.
- To ensure all employees demonstrate knowledge of, and thirst for improving club Brand Standards, and that as a result of this, all facilities and equipment are clean, safe, well presented and functional at all times.
- You will also be an active member of the Service Management team, covering at least one shift per week.

**Should you choose to accept it:**

I have read and understood my responsibilities as outlined in this job description. I agree to perform to the best of my ability at all times during my employment with Virgin Active Health Clubs.

I also confirm that I am qualified as per the “We can’t live without” list in this job description.

Name of employee:

Signature of employee:

Date:
Be a Virgin Activist:

- Be the finest ambassador of Virgin Active at all times – personally demonstrate Virgin Activeness in line with the standards set out in “The Guide” and consistently role-model the highest standards of behaviour to other employees.

Brilliant Basics:

Safety

- To ensure Safety is your highest priority
- Ensure that you remain aware of the importance of safety at all times
- Ensure that you complete your Safety training and follow the NOP’s and EAP’s
- Ensure that you report any issues/concerns immediately

Service

- Acknowledge members at every opportunity
- Take ownership for member questions/concerns and ensure you follow up with members
- Try to exceed members expectations at every opportunity

Standards

- Ensure your department and other areas you walk through are clean and tidy at all times
- Ensure your facilities and kit are working and are well maintained
- Ensure any maintenance issues are reported immediately
- Ensure posters/communications we use with members are on ‘Brand’ and
Your Job……

Role specific responsibilities

- Provide day to day management and leadership to the Fitness teams, ensuring they are inspired to achieve high standards of member service, safety and brand standards at all times. Coach for continuous improvement.
- Develop and oversee the running of world class Fitness and Group Exercise (and Personal Training where appropriate) programmes for the club. Promote the continual improvement of the product through regular and constructive feedback to the General Manager and National Fitness and Group Exercise teams.
- Lead the gym floor product from the front and by example through regular daily time spent with the team and in the delivery of all gym floor product related activities e.g. Quick Start, How To and Fast Class.
- Supervise the Group Exercise Coordinator in their day to day management of the Group Exercise programme, ensuring a programme of creative and innovative classes that support the Virgin Active brand and are in keeping with member needs and wishes.
- Monitor class attendance to ensure that classes are well attended and use that insight to develop future programmes and promotional plans which match member needs for the class type, time, format and level.
- Monitor class quality, observing classes as appropriate to ensure that classes are up to Virgin Active standards and are being taught at the advertised level and format.
- (If responsible for Personal Training) oversee the Personal Training team ensuring that the PT model is applied consistently, all PTs fully comply with the PT charter at all times and PT KPIs are achieved and proactively managed on a day-to-day basis.
- Ensure processes are in place to support the successful journey of every new member and that the team proactively offer advice and encouragement to each new member to help them achieve their fitness goals.
- Ensure all new members are inducted appropriately in the club in line with Virgin Active expectations and all users have received sufficient instruction prior to being confirmed users of the gym.
- Deliver a gym floor service and product strategy that supports growth in the average usage per active member.
- Manage the team to actively encourage member participation by delivering excellent customer service through Interaction, Personal Training sessions, Quick Start, How to sessions, Gym Floor classes, Group Exercise and Swim Lessons.
- Promote organised events such as fitness challenges and group activities.
- Work closely with the Club V Manager to create and implement an appropriate programme of child and youth classes (if applicable) and provide ongoing support to develop a successful programme of gym floor activity and studio classes for all under 16’s.
- Work with the Sales Department and other parts of the club as necessary to provide programming information and resources and obtain feedback so as to drive membership sales and retention.
- Oversee the complaint handling procedure within the Fitness area, ensuring that all complaints are dealt with quickly, efficiently and in a polite and courteous manner by front line employees.
People responsibilities – (that’s you and the people you work with)

- Recruit the right number and calibre of employees to appropriately staff the Fitness teams in line with club budgets, ensuring those that are hired naturally demonstrate the Virgin Activist Behaviours.

- Manage rotas ensuring all shifts are adequately covered by properly trained employees. Manage employee holiday requests, sickness leave and other absences in accordance with company procedures.

- Ensure personnel files are set up correctly when the employee first joins and are continually updated with the relevant information on employees’ performance and development throughout their employment with the company.

- Ensure all freelance instructors produce the correct paperwork and up to date records are maintained of these documents.

- Ensure all employees receive a thorough Club/Departmental induction, are appropriately trained in line with relevant guidelines and club standards and fully understand what is required of them.

- Ensure all employees are fully aware of emergency procedures, their health and safety responsibilities and attend regular training sessions on agreed dates.

- Where appropriate, work with the Club V Manager to ensure employees who will work with children hold and maintain the required qualifications and CRB/safeguarding children certifications at all times.

- Ensure all employees are qualified to REPS level II as a minimum and are on the Register of Exercise Professionals. (If managing PT, ensure all PTs are REPS level III).

- Ensure you and the team stay abreast of the latest trends in fitness and programming. Manage access to Personal Training on the Net for employees to further their knowledge and understanding.

- Ensure all employees take advantage of the training that is available to them via My Journey and are given every opportunity to maximise their further development within the company if they wish to.

- Motivate and inspire the team to deliver their best at work, identifying opportunities to recognise and shout about individual or team achievements wherever possible.

- Carry out regular 1:1 meetings and fully documented Evaluates with each member of the team and ensure that all employees receive regular feedback on their performance and have the opportunity to discuss their ongoing development.

- Actively coach, train and develop team members on an on-going basis. Address any performance issues that may arise within the team promptly, fairly and in keeping with the Company’s people management practices.

- Contribute fully to weekly Head of Department meetings and hold regular departmental meetings with the team, ensuring that they receive the appropriate communication to ensure they are fully aware of what’s needed to do a great job and are able to be the best they can be at work.

- Be the finest example of a Virgin Activist and consistently role-model the highest standards of behaviour to other employees.

- Ensure all staff understand and are inspired to work towards the company’s vision to become the world’s most loved health club, and understand how their role contributes to achieving this.

- Ensure all employees have a full understanding of club facilities, programmes, social events, member suggestions in order to ensure they are fully aware of what is going on across the club and can be an important link between members and all other departments.

- Maintain a positive, productive working relationship with all other staff. Help to create an environment where all employees enjoy themselves whilst at work and make a real contribution to the success of the club and business as a whole.
Member responsibilities – (delivering a first class member experience is what Virgin is all about. Remember Service, Safety, Standards!)

- Be the custodian of member service for the Fitness departments, ensuring the consistent delivery of Virgin Active’s customer service expectations and 5 star service promise.
- Ensure you and your team consistently role model and deliver on Virgin Active’s service principles (Acknowledge, Take Ownership & Exceed Expectations).
- Ensure all members and guests are greeted in a friendly, professional and courteous manner upon entry and departure, making eye contact, smiling and saying hello.
- Ensure employees interact regularly with members and guests as appropriate to meet their individual needs, using every customer contact as an opportunity to go the extra mile and offer something the member wouldn’t expect.
- Be fully involved in the creation of a fun, lively and creative atmosphere for all members. Take part in activities, programs and events in the club which are engaging, generate revenue and promote retention.
- Ensure all employees have a full understanding of club facilities, programmes, social events, member suggestions in order to ensure they are fully aware of what is going on across the club and can be an important link between members and all other departments.
- Ensure all employees are aware of the importance of member satisfaction levels on club performance, proactively monitor all sources of member feedback and seek to identify opportunities to improve member engagement and satisfaction wherever possible.
- Be actively involved in NPS and proactively seek to drive increases in the club’s score wherever possible.
- Ensure all employees are aware of the importance of member retention and understand their role in influencing members who are considering leaving the club to stay.
- Ensure all complaints are followed up by you within 48 hours and that the General Manager is kept fully up to date via a weekly report and more frequent updates if needed on serious issues.
- Continually monitor the nature of complaints and how they are managed by the club, providing recommendations to the General Manager on how to make improvements and bring complaint levels down where possible.
- Perform Service Manager shifts as requested by your line manager and as needed by the business.
- Ensure the prioritisation of health & safety management in your department, ensuring policies, risk assessments and safe systems of work are in place, all staff are adequately trained and fully aware of their responsibilities and such training is recorded.
- Ensure checking and inspection processes are completed as required and deviations are promptly actioned. Proactively flag any health and safety concerns to the General Manager and National Safety Team.
- Ensure you and the team are trained and prepared to respond appropriately to all emergencies or injuries of club members. Ensure all employees maintain CPR and first aid certification.
- Ensure all equipment is maintained in a safe working order at all times in accordance with the PPM and Shire procedures, and that any faults are promptly recorded and actioned.
- Manage your team to carry out and record all preventative maintenance procedures in accordance with the guidelines.
- Ensure all faults that cannot be rectified “in-house” are reported to the relevant manufacturer within two hours of the fault being identified.
- Manage your team to complete daily checks as required, detailing all areas that require attention in terms of cleaning and maintenance.
- Ensure that all employees have a thorough understanding of the Virgin Active brand standards, the gym and studio areas are kept consistently clean and tidy and that employees are well presented in accordance with brand standards and the uniform policy at all times.
Shareholder responsibilities – (we all have a vital role to play in the financial success of the company)

- Manage and develop the product departments to ensure they achieve their maximum potential and that all targets are achieved and where possible exceeded.
- Develop and manage the product department budgets, ensuring all financial targets are achieved, as agreed with the General Manager.
- Manage departmental FTE and costs in line with budget and produce effective rotas to optimise the resource available.
- Ensure the correct salaries and wages are paid to product department employees, ensuring in particular that the correct in-house rates are used for payment of classes undertaken by employees whether in shift or out of shift.
- Actively promote the sale of products and any forthcoming activities and events in a professional and friendly manner whilst maximising all departmental opportunities to ensure targets are met.
- Produce weekly and monthly usage reports for the product departments to analyse what booking and cancellations have taken place in the department and provide analysis on any key trends, and any links these may have with member feedback and providing recommendations on how performance in general may be improved.
- Ensure all employees are aware of the importance of membership sales and continually aim to maximise all sales opportunities within the club.

All Together Now

- Achieving our vision of being the World’s Most Loved Health Club can’t be achieved without us all pulling together and working as one team. You may therefore be asked at times to carry out other reasonable duties (including additional Service Manager shifts) and attend meetings and training courses as needed.
- At Virgin Active we take seriously our responsibility to carry out our business activities in a way which is sustainable, enabling us to meet our business objectives whilst helping people live ‘happily ever active’. We encourage every employee to do their bit by:
  - Taking responsibility for the efficient use of resources in their daily work activities, in order to reduce and/or eliminate unnecessary usage as much as possible without adversely affecting the business.
  - Supporting and implementing any VA approved initiatives regarding sustainability, energy management, charitable fundraising, positive people practices etc.

Fit for Virgin Active?
(What we’re looking for)

We’d like you to have…

- A proven track record in driving a highly commercial fitness and group exercise facility
- Previous experience in managing a children’s fitness scheme and therefore of managing child to staff ratios and health and safety responsibilities.

We’d love you to have…

- Good numeracy skills combined with strong report writing skills and the ability to do basic analysis and make recommendations will be extremely helpful in this role.
● Previous experience of coaching other team members to deal with complaints politely and efficiently would also be of great benefit.

● A proven ability to respond positively to challenges and negative situations and turn them into positive interactions.

● Previous experience as a Duty or Service Manager

● An up to date National Pool Lifeguard Qualification (NPLQ) which must be adequately maintained at all times to be able to carry out the Service Management responsibilities that accompany this role. (If you don’t have this when first employed, we’ll support you to attain this within the 1st 3 months.)

**We can’t live without…**

● A qualification recognised by Register of Exercise Professionals (REPS) at level III.

● A detailed understanding of and passion for the fitness product.

● Demonstration of the Virgin Active Leadership behaviours.

● Extremely strong interpersonal abilities and someone who is approachable to members and other employees at all times - it is vital that employees in this role have a genuine interest in wanting to resolve members’ queries and deliver an experience above and beyond our customers’ expectations.

● Strong communication skills (written and verbal), a good listener and able to engage at all levels and tailor communications accordingly.

● Advanced people management skills and the ability to inspire and motivate a team to achieve challenging targets / meticulous standards will be helpful in this role.

● Self-motivated, resilient and able to lead others through periods of challenge or change.

● Excellent administration and organisation skills and proficient in using a computer.

● A flexible attitude to working patterns with ability to work evenings, weekends and public holidays as required.

**Mission Accomplished!**
(What success in this role will be measured on)

**“The What”**

● Sales (Revenue)

● Net Growth

● Profit After Controllables

● Health & Safety

● Net Promoter Score

● Brand Standards

**“The How”**

● Leading performance

● Leading others

● Leading self

● Leading strategy

*This is not intended to be an exhaustive list. For detailed job-specific measures, please refer to your departmental KPIs.*