

Job Description

Job Title	Gym Instructor
Grade	Band D
Reporting To	Duty Officer / Team Leader
JD Ref	CS&CE0004G

Purpose

Encourage visitors and users of the Leisure Centres and their facilities to take up membership and participate in any current or future promotions.

Main Duties And Responsibilities

Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values in the role and organisation.

Communication, Engagement and Training:

- Give all prospective members a tour of the facilities and guidance on the type of membership category best suited to their needs and requests.
- Update existing members on current and future promotions and advise on new equipment available.
- Offer support and guidance to all members in the fitness centres, conducting inductions and selecting training programmes appropriate to member needs.
- Attend and provide input to monthly sales meetings to provide relevant information pertaining to membership sales.

Data Analysis and Decision-Making:

- Enrolling new members, updating existing member's details and registering them for any promotions they wish to take up and processing associated administrative tasks.
- Ensure that a rolling programme of membership follow up is adhered to in order to maintain membership and provide an effective service and identify improvements.
- Assist in the management of daily sales and targets set for individuals' fitness facility and awareness of other fitness centre sales and targets.
- Assist in carrying out competitor analysis on a regular basis to inform future sales and marketing campaigns.
- Be fully aware of and use knowledge of equipment, services and promotional activities to assist in achieving sales targets across leisure centres.

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Compliance:

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure the area and equipment is maintained to the appropriate level of cleanliness and hygiene as determined in the Cleaning Specification.
- Responsible for Health and Safety in the Fitness Suite.
- Follow Normal and Emergency Operating Procedures.

Other:

- Any other duties commensurate with the grade.

Role Specific Knowledge, Experience And Skills

Qualifications

- Level 2 certificate in fitness instructing - qualification & credit framework (qcf) or equivalent
- *Desirable - Level 3 Certificate in Personal Training (QFC)*

Knowledge & Skills

- Able to communicate verbally and in writing with the public and other agencies.
- Team player with excellent interpersonal skills, and a high level of enthusiasm and commitment.

Experience

- Experience of dealing with the public.
- *Desirable - Experience and knowledge of sales and marketing of Leisure Memberships.*

Additional Information

- Expected to work from a fixed location (subject to change).
- On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

Health & Safety Considerations:

- Moving or handling heavy loads
- Working shifts
- Working with chemicals (industrial or cleaning)
- Work with VDUs (Video Display Unit) (>5hrs per week)
- Working with children
- Exposure to persons with challenging or aggressive behaviour



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Approved By:



Rob Phythian – Leisure Operations Manager

Date Of Approval: 25/09/2024



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