

Role Title	Fitness & Group Exercise Operations Manager
Accountable to	Head of Health Development
Responsible for	Group Exercise Master Trainers x2
Key Stakeholders	Fitness Managers, Group Exercise Master Trainers, General Managers, Duty Managers, Head of Customer Success, Head of Operations, Asst Head of Operations, Assets Manager
Our Purpose	We exist to improve the lives of others
Mission	To develop a healthier and more active community
Role Purpose	To ensure that an environment is created where each customer can have an inspirational workout and they are encouraged to make exercise and physical activity a prolonged and sustained part of their life

Hours	37 hours per week
Location	Support Office and other locations across the Borough of Stockport
Salary	£39,837.60 per annum

Personal Qualities	The successful candidate will have a passion for exercise and physical activity. They will have exceptional people skills and outstanding operational understanding and experience. They will be an effective communicator and a brilliant relationship builder. They will have a strong understanding of both the technical and behavioural competencies necessary to encourage a sustained commitment to exercise and physical activity, and be adept in the utilisation of a range of existing and emerging technologies. They will have effective project management skills and be skilful in ensuring that demanding performance objectives and operational standards are maintained.
Relevant Experience	
Essential	Strong knowledge of the fitness sector Proven skills in operational fitness management Expertise in developing and managing Group Exercise programs and instructors Ability to lead and develop teams effectively
Desirable	Understanding of fitness management outcomes and performance indicators Understanding and experience in the management of commercial fitness Experience in the implementation of digital applications in fitness
Skills and qualifications	
Essential	Strong numeracy and literacy skills

	Relevant vocational qualifications in fitness
Desirable	level 5 qualification

Key Objectives	
KO 1	To support the development and lead the delivery of a 'best in class' Fitness and Group Exercise proposition
KO 2	To implement a programme of learning and development for Fitness professionals
KO 3	To ensure that outstanding fitness experiences are created for customers that improve customer engagement, optimise group exercise and small group training programmes and digital solutions
KO 4	To ensure that each site meets the performance standards defined within the Fitness Quality Management System

Key Objective 1: Support and Operational Delivery
<ul style="list-style-type: none"> ○ Support the development of a Fitness and Group Exercise proposition through the creation and use of an effective Fitness Quality Management System. ○ Ensure that the Fitness Quality Management System is understood, trained and executed throughout the business ○ Support each site in the effective execution of the Fitness proposition and the achievement of its performance objectives ○ Ensure that Fitness and Group Exercise Instructors are inspiring and work according to the mission and principles of the company and be responsible for the coordination of their training and the validation of their qualifications and registration. ○ Ensure the effective delivery of the Member On-boarding process and support the teams in ensuring that the quality of delivery supports early engagement to regular exercise and contributes to length of stay objectives. ○ Work with key partners in the creation of 'best in class' Group Exercise programmes and schedule event launches of new programmes and classes ○ Manage and coordinate the effective music licensing arrangements to support the Group Exercise proposition ○ Work with the Head of Health Development so that members are continually stimulated with promotional activity that strengthens adherence to exercise and physical activity
Key Objective 2: Learning and Development

- Working with the HR Business Partner and People team establish and manage a Learning & Development programme for Fitness professionals involved in delivering the Fitness and Group Exercise proposition that incorporates the development of technical and behavioural capabilities
- Establish qualification, skill and competency criteria for each Fitness professional role and ensure that these are maintained and the workforce meets these standards
- Develop partnerships with external training providers to facilitate the ongoing professional development of Fitness Professionals
- Work with key suppliers in the effective use of equipment provided in our Fitness settings
- Ensure that a programme of training ensures that all Fitness professionals understand, execute and perform in accordance with the standards defined within the Fitness Quality Management System

Key Objective 3: Create Outstanding Fitness Experiences

- Support the teams at each Hub to ensure that the Fitness product and Group Exercise programming provides opportunity for a broad section of the community to participate, is inclusive, and programmes can be segmented according to workout type, level of fitness, experience and time
- Continually innovate ensuring that the latest Group Exercise and Small Group Training programmes available and encourage customers to engage through 'Instructor Led', 'Virtual', and 'On-Demand' experiences
- Support local teams to ensure that each has Hub an appropriate Group Exercise and Small Group Training programme that meets the needs of the local demographic, provides choice, maximises revenue and contributes significantly to the long term adherence to physical activity of members
- Work with the Marketing & Communications Manager to ensure the effective promotion and communication of Group Exercise and Small Group Training programmes
- Support the Head of Health Development to ensure the efficient and effective integration of customers participating in Health intervention programmes in our Fitness settings
- Support the Head of Customer Success and Head of Health Development in the deployment of essential software that supports fitness and well-being programmes
- Work with the Customer Success Manager to ensure that all Sales teams are continually appraised of the Fitness proposition and its features effectively communicated within the member recruitment process
- Work with Head of Health Development to determine equipment specification and layouts for all gyms and studios
- Lead and manage equipment installation and exchanges, ensuring layouts are in accordance with agreed plan and the necessary training is delivered
- Maintain a high level of industry expertise and work with the Head of Health Development to ensure that innovation is a continual feature of the Fitness proposition

Key Objective 4: Performance Standards and Management

- Measure, evaluate and report upon the performance of the Fitness and Group Exercise proposition at each Hub including but not restricted to participation, on-boarding, retention and satisfaction measures
- Establish and manage action plans to improve site performance and achieve commercial and operational objectives
- Work with and develop Fitness Managers to enhance their capability, improve performance output and foster their contribution to the development of the Fitness proposition
- Ensure that Fitness professionals recruited meet the necessary technical and attitudinal standards established and demanded by the Fitness and Group Exercise proposition
- Ensure all equipment audits are continually updated
- Contribute to the evaluation of partner and supplier agreements
- Execute regular audits to assess adherence to the standards defined within the Fitness Quality Management System and establish action plans to improve performance.
- Continually monitor the management of safety and quality standards in Fitness settings and intervene and establish improvement accordingly

Additional information

The responsibilities set out in this document, in the advert and any additional information are intended to provide a flavour of the work you will carry out. It is not possible to include everything you will be asked to undertake, and we expect all colleagues to work flexibly according to business needs and to enhance your own development. Your skills, abilities and training needs will be taken into account and discussed with you when any significant changes to your role are needed.