

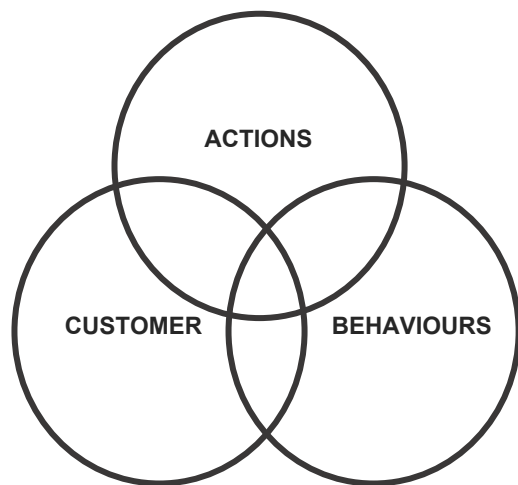
JOB DESCRIPTION

POST:	Health and Fitness Manager
JOB PURPOSE:	The lead for all health and fitness related areas of the business; responsible for day-to-day operation and supervision of Newport Live fitness venues, programmes, sales, key performance indicators, employee development and delivery of excellent customer service
RESPONSIBLE TO:	Head of Business Development
SALARY:	Grade 8 (SCP 33-37)
KEY RELATIONSHIPS:	Members of the Public, Fitness Instructors, Group Exercise Instructors, General Managers and Operations colleagues, Business Development colleagues, Chief Executive, Marketing and Customer Service Teams.
BASE LOCATION:	Newport Live HQ with the requirement to be present at all Newport Live venues
SUPERVISION RESPONSIBILITIES:	Freelance Personal Trainers
MANAGEMENT RESPONSIBILITY:	Fitness Team, including Active Lifestyle and Wellbeing Coordinator, Fitness Instructors, Group Exercise Instructors

I will be successful in my role when:

- All my key operational responsibilities are consistently delivered to a high standard.
- I achieve all key performance indicators specific to my role.
- I role model the behavioural values of Newport Live through my performance.
- I work collaboratively across departments and service areas to deliver exceptional customer service to Newport Live's customers.
- Through my performance and passion, I inspire people to be happier and healthier.

HOW MY PERFORMANCE IS MEASURED



DISCLOSURE AND BARRING:

This post may result in you having contact with children, the elderly, sick or disabled. Newport Live, therefore, requires that by virtue of the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975, the Children's Act 1989 and/or the Police Act 1997, you reveal any criminal convictions, bind over orders or cautions, including those this would normally be regarded as spent. You must complete the relevant section on the application form, applications will be returned if this section is incomplete. If successful in your application, you will subject to a Disclosure and barring check.

OPERATIONAL RESPONSIBILITIES:

1. Provide day to day leadership and management to the Health and Fitness Teams and to be the finest ambassador of Newport Live at all times. Personally demonstrate consistently high standards in all that you do and role model the highest standards of behaviour to other colleagues and customers at all times.
2. Create, own, deliver and review an annual Health and Fitness Business Plan with particular attention to gym and group exercise, and their associated KPI's that contribute to the overall business plans of Newport Live, to achieve all membership sales targets.
3. To manage the Health and Fitness budget, human resource and be accountable for the commercial performance of the Health & Fitness programmes, including fitness contracts, procurement of equipment and maintenance of existing fixed and mobile equipment.
4. Lead the management, development and continuous improvement of Newport Live's health and fitness CRM and application platforms. Collaborate with fitness suppliers to deliver integrated digital customer journeys that enhance member experiences, increase engagement with programmes and services, and drive customer retention
5. Lead the development and implementation of an inclusive and financially viable Group Exercise programme throughout Newport Live venues.
6. To lead, own and embed the sales culture into the day to day for all colleagues in Newport Live, including the customer journey at all stages utilising Newport Live and partner digital systems, providing training and coaching for all staff.
7. Utilise business software solutions to maximise customer retention, develop new initiatives and achieve sales and business targets. Communicate targets and performance to all team members on progress, ensuring that systems are utilised to their potential.
8. To be the lead for Newport Live fitness products maintaining a presence across all venues and proactively deliver within the gym and group exercise programme, providing scheduled and urgent cover for sickness and annual leave to ensure business continuity.
9. Fulfilling duty shifts when required, to ensure business continuity and customer experience can be maintained.
10. Be the lead for recruitment, induction, training, mentoring and coaching of fitness colleagues to maximise their potential, creating a consistent standard for the Health and Fitness services that adheres to Newport Live's values and vision.
11. Undertake regular observation and the annual appraisal of Fitness Team Members and Group Exercise Instructors' teaching to ensure the highest quality of delivery and effective delivery of the customer journey.
12. Work in collaboration and engage with all departments with particular attention to Operations at all levels to achieve effective results in all areas, specifically the customer journey, new sales and membership acquisition and retention, as well as focussing on venue standards, equipment and staffing.
13. Drive the Newport Live Health and Fitness offer including associated marketing, promotion, sales and retention to drive member engagement, working with suppliers, industry experts and industry peers to develop and introduce new and innovative products and classes.

14. Manage the relationship and associated initiatives with local, and regional partners such as but not limited to National Exercise Referral Scheme (NERS) and other Health Board departments to ensure maximum conversion and retention of service users.
14. Work in collaboration with Business Development colleagues to provide and offer business to business sales of corporate fitness engagement, memberships and benefits.
15. Seek to organise and attend internal and external engagement opportunities to promote and sell Health and Fitness products and services provided by Newport Live.
16. Be accountable for the management of all gym and group exercise equipment assets ensuring accuracy of inventories, servicing and routine maintenance and ensuring that all kit is operational at all Newport Live sites.
17. Be fully conversant in ensuring implementation and compliance with legal, regulatory, ethical and social requirements in relation to the fitness industry, ensuring effective health & safety and delivery practises are maintained.
18. Monitor all initiatives daily and weekly and submit monthly reports and work programmes to the Head of Business Development, against which performance and progress will be assessed.
19. Undertake all other duties, commensurate with the grade of the post, as directed by the Management Team.

The person undertaking this role is expected to work within the policies, ethos and aims of Newport Live and to carry out such other duties as may reasonably be assigned.

The above responsibilities are subject to the general duties and responsibilities contained in the Statement of Conditions of Employment.

The duties of this role may vary from time to time without changing the general character of the role or level of responsibility entailed.

The role holder will work to deliver agreed performance objectives; these will be reviewed on a regular and formal basis through Newport Live performance management processes.

PERSON SPECIFICATION
HEALTH AND FITNESS MANAGER

Area	Essential	Beneficial
Qualifications	1.1 Educated to degree level or equivalent professional qualification or demonstratable employment experience within health, fitness and sales environment. 1.2 REPS Level 3 Fitness qualification 1.3 At least 3 CPDs in group exercise class instruction (e.g., Kettlebells, Indoor Cycling, Zumba). 1.4 GP referral qualification or other Level 4 certifications	1.5 Hold current REPS membership 1.6 First Aid at Work 1.7 Continued professional development certifications in the last 12 months
Knowledge, Skills & Competencies	2.1 Effective management skills and competencies for leading and developing a team 2.2 Proven track record within a commercial business, possessing detailed knowledge of how is applied within a health, fitness and group exercise business 2.3 Practical working knowledge of the use of information technology applications for business application and management reporting, to also include the use of Microsoft office products and the internet 2.4 Skills to establish monitor and report on fitness key performance indicators, including profit and loss accounts 2.5 Able to demonstrate the application of leadership and coaching to achieve sales and customer satisfaction 2.6 Ability to manage and adjust where necessary financial and human resources to achieve key performance targets 2.7 Personal skills which enable customers and colleagues to be interacted with and managed in a professional manner 2.8 Knowledge of how to deliver excellent customer services and its impact on customer retention in the health and fitness environment	2.9 Previous experience in managing a children's fitness scheme

Experience	3.1 Demonstratable experience of working within a management role 3.2 Demonstratable experience working in a busy Health and Fitness or customer sales focused environment 3.3 Experience of writing and developing fitness programmes and delivering personal training sessions 3.4 Developing and managing budgets and performance indicators 3.5 Proven track record of keeping up to date with industry developments 3.6 The ability to manage and deliver education and training to colleagues 3.7 Experience within a sales orientated and target driven environment	3.8 Experience of working in varied sales, customer service and customer support industries 3.9 Experience of working within private, public and third sector environments 3.10 Experience of programming group exercise classes and customer engagement challenges 3.11 Operational management of building and services in a supervisory / management role 3.12 Evidence of achieving results and making a difference to customer experience 3.13 Working with marketing teams to develop successful campaigns designed to increase sales and retention
Personal Attributes	4.1 Exceptional communication skills 4.2 Excellent interpersonal skills 4.3 Commercial approach to business operation 4.4 Highly motivated, enthusiastic and passionate about health, fitness and excellent service 4.5 Committed to continuous professional development	
Other	5.1 Ability to work flexibly throughout the business 5.2 Use of own vehicle and ability to travel extensively between Newport Live Venues	5.3 Current driving licence 5.4 Ability to communicate in Welsh