

## ***Demonstrating our Values within your Role***

### **Role Profile – Fitness Experience Lead**

#### **Fit for the Future**

- Deliver high-quality memorable experiences to customers, proactively encouraging them to join as members (& renew memberships) in an authentic and ethical manner, conducting and concluding sales tours, and processing new memberships in line with Everybody processes.
- Keep up to date with trends & changes in the fitness industry (e.g. fitness testing, weight training/aerobic/cardio vascular instruction, exercise prescription, dietary advice, nutrition, anatomy, and physiology and aerobic/fitness trends), so that customers are provided with high quality, up to date information.
- Undertake CPD and relevant further training, which will include at least 1 out of 3 areas; Specialist Health, PT and/or Group Exercise to provide additional cover, flexibility and enable career progression.

#### **Working as One**

- Work across all the centre facilities, including assemble and dismantling equipment (including sports, exhibition displays, social events etc) so that activities and events can take place in a safe, pleasant and secure environment.
- Carry out the day to day operation and control of all the fitness, sales tours and front of house activities within the leisure centre, by providing a friendly, clean, safe and professional atmosphere to the public at all times.
- Be hands on and proactive in any situations that arise during the course of your shift, including equipment set ups and cleaning.

#### **Trusted & Honest**

- Comply with health and safety procedures, carrying out necessary checks, to ensure that high standards are maintained at all times for the benefit of customers; and oversee general safety and behaviour of the public to prevent injury, misuse and damage to themselves, others, facilities and equipment.
- Carry out opening and closing procedures across the leisure centre, with specific emphasis on checking the maintenance, cleanliness and safety of all equipment and reporting any equipment faults or breakdowns so that a safe environment is provided to customers at all times.
- Undertake financial transactions, telephone calls and bookings via the front of house system whilst ensuring compliance with Everybody procedures and financial regulations.

### **In the Service of Others**

- Deliver an exemplary first impression to customers by offering a pleasant, approachable experience at the front of house, utilising the cashless system and acting as a sales point of contact for tours and member sign ups.
- Assess members of the public in relation to their capacity to use health and fitness equipment, inducting and instructing customers appropriate to ensure safely and effective use and participation.
- Monitor and control access to the leisure centre's numerous facilities, remaining vigilant at all times to enable safe experiences for all in line with Everybody procedures, and ensure security of membership data is in line with data protection policies (GDPR).

### **Free to do our best**

- Deliver exceptional experiences that encourage customer retention through operating within the centre as a personal trainer, gym floor instructor and group exercise class instructor (in relation to your own and / or cover other classes at short notice).
- Deliver exceptional group exercise class instruction to ensure effective and safe participation to all customers and promote and practise exceptional customer care, contributing to improving standards, performance and efficiency by working to the standards of the Quality Management System and Investors in People.
- Actively participate in the promotion of the leisure centre and all its facilities (gym, sports hall, outdoor pitches etc.), assisting in promotional campaigns, social activities, charity events and similar.

### **Caring for all**

- Undertake cleaning & maintenance tasks both within & outside the centre (e.g. washing, sweeping, vacuum cleaning, emptying of litter bins, polishing and dusting of designated areas including toilet & changing areas, and fixtures and fittings) using, where appropriate, powered equipment, to ensure equipment and facilities are maintained to the highest of standards and enhance customers' experiences.
- Proactively supervise the gym area and ensure customers observe and respect the Centre rules and procedures, whilst promoting Everybody's health and fitness member journey pathways.
- Deliver the highest level of customer service that always promotes equality for all.

### **Experience, Training & Skills that will be needed for this Role:**

- Group Exercise / Exercise To Music qualification(s)
- Les Mills Group Exercise qualifications e.g. THE TRIP™, BODYPUMP™, RPM™, Sprint™, BODYCOMBAT™.
- Personal training (Level 3)
- GP Referral (Level 3)
- Good literacy and numeracy skills (minimum 5 GCSE's or equivalent).
- Previous experience of working in a leisure/fitness environment .
- Previous experience of sales e.g. working within a sales role/environment, delivering a sales process
- Passion for health, fitness and exceptional customer service.
- Ability to build and maintain good working relationships with colleagues.
- Good organisational skills - able to anticipate and meet regular deadlines.
- Good communication skills via telephone, email, face to face and written communications.
- Ability to perform at an exceptional level when working under pressure.
- Enthusiasm for the effective programming of sport, efficient setting up of activities & innovation of delivery across the site,
- Self-motivated, conscientious, reliable, trustworthy and honest.
- Eager to learn & develop, and be keen to help.