



Job Title: Fitness Instructor

Organisation: Gwella Wales

Reporting to: Fitness Supervisor

MAIN PURPOSE/REASON FOR THE JOB

To provide expert instruction, develop fitness training programmes, fitness consultations, and advice on healthy living that will improve standards of fitness and enhance the quality of life for the people of Flintshire. To deliver membership sales and income targets through the achievement of all membership sales and pricing strategy targets (monthly).

MAIN DUTIES & RESPONSIBILITIES

1. To provide correct information to prospective members regarding fitness facilities, equipment, programmes, procedures and prices.
2. To recruit new members in order to hit membership sales and income targets.
3. To generate awareness of the fitness suite within the local catchment area, and to promote and market the facilities at the centre to achieve sales and income targets; to be actively involved in all marketing promotions, events and customer challenges to increase income and retention.
4. To work as part of a team and provide on-going communication and guidance for centre members.
5. To strive to achieve individual and team sales targets each month.
6. To undertake fitness consultations, inductions, reviews and to devise effective training programmes specific for clients' training goals as part of Gwella's bespoke member journey.
7. To undertake daily operational tasks, for example, the opening and closing of the fitness suite, communicating with customers regarding operational matters, and ensuring the fitness equipment is operational and in good working order with any faults being reported promptly to the appropriate supplier.
8. To provide advice to clients, members of the public and children (via junior fitness sessions) on all aspects of healthy living.
9. To instruct exercise classes, for example, circuit training, functional training, aerobic / step classes and personal training sessions.

10. To monitor front-of-house reception alongside Customer Advisors, to take bookings and answer the telephone in relation to any queries regarding the fitness suite.
11. To interact with all fitness members, offering advice, coaching and encouragement to assist customers to meet their goals.
12. To ensure that all equipment is clean, well-maintained and safe for people to use; to adhere to all health and safety policies in order to provide a safe environment for customers.

ORGANISATIONAL STRUCTURE



KNOWLEDGE AND SKILLS

Area	Essential / Desirable	Method of Assessment
<u>Qualification</u> - Level 2 Gym instruction or equivalent - Fitness / exercise class qualification - Evidence of Continuous Professional Development (CPD) in the health and fitness industry - First Aid at Work - Level 3 Advanced Instructor qualification (or working towards)	E E D D D	Application Application Application Application Application
<u>Knowledge</u> - Proven experience in the fitness industry - Knowledge and understanding of current fitness trends and effective methods of customer communication e.g. social media	E E	Application / Interview Application / Interview
<u>Skills</u> - Excellent customer care and interpersonal skills to retain existing customers and attract new customers - Team working - ability to work with others to build a team dynamic and a good atmosphere in the fitness suite - Good working knowledge of Outlook, Word, Excel and leisure management software systems	E E D	Application / Interview Application / Interview Application / Interview

<ul style="list-style-type: none"> - Marketing awareness - customer retention, sales techniques, lead generation, telephone enquiries 	D	Application / Interview
<u>Other</u> <ul style="list-style-type: none"> - Knowledge of, and empathy with, the Welsh Language and culture - Health & Safety awareness 	E	Application / Interview
	D	Application / Interview