

## Fitness Program Co-Ordinator

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<b>Department:</b>	Infrastructure, Housing and Environment	
<b>Division:</b>	Sport	
<b>Reports to:</b>	Business Development Manager	
<b>JE Reference:</b>	IHE1081	
<b>Grade:</b>	Civil Service 8	<b>JE Date:</b> 21/3/2022

### Job purpose

Co-ordinate, administer, promote and develop balanced fitness suite and group fitness programs that encourage participation and inspire islanders to live healthy lifestyles whilst maximising use of available facilities.

- Ensure a program of studio-based, virtual and OnDemand group fitness classes and engagement activities in the Fitness Suites across the Government Sports facilities. Coordinate the marketing and sales of program places to ensure maximum occupancy. Monitor and evaluate new trends in gyms and group fitness to ensure relevant and desirable equipment and activities are available to support the strategic goals for Active.

### Job specific outcomes

Create balanced programs / timetables for the Fitness Suite and Group Fitness activities that think ahead and reflect the changing needs of the organisation and customers over the course of each year, working with the Operations Managers, Duty Managers and the Business Development Team to coordinate resources whilst taking account of other annual activities / events, public usage, and planned maintenance.

Develop customer engagement strategies, working closely with the Business Development team to promote Active services and Programs relating to either the Fitness Suite and Group Fitness, informing marketing plans and activities. Act as an ambassador for the Directorate by supporting and promoting activities at trade fairs and shows and other promotional events.

Communicate effectively with the Business development team the planned activities and changes to planned activities, in order to secure marketing resources required to deliver successful programs and ensure a consistent customer experience at all online and offline touchpoints.

Support and advise the Operations and Business Development teams, by providing regular communication updates on any changes to the programs as necessary ensuring a consistent customer experience at all touchpoints. Provide advice and feedback as necessary to customers.

Maximise income opportunities through continually reviewing market trends and monitoring the performance of programmed activities, and client demand as well as gathering feedback from customers or instructors to formulate recommendations for changes as necessary to equipment or programs. Ensure the programs meet agreed capacity and income targets.

Source the appropriately qualified resources, working with the Duty teams to deliver the timetable with shift Leisure Assistants where appropriate to do so. Otherwise, agreeing the terms for Self Employed fitness instructors or personal trainers, in line with safer recruitment guidelines, ensuring appropriate checks are conducted, issuing and monitoring contracts for service. Manage the budget for and process service claims. Chair instructor meetings and establish protocols for delivery standards including uniform and presentation.

Liaise with the Operations Managers to ensure competency is maintained through CPD to deliver high standards and a quality service. Monitor the performance of all fitness instructors to ensure consistently high-quality customer care and standards at all times to all members. Proactively reporting any performance issues to the Duty Manager should they arise to be dealt with efficiently and effectively.

Maintain positive relationships with the relevant associations to ensure all relevant qualifications held by staff are up to date and that the programs delivered are aligned to relevant standards.

Responsible for creating and maintaining a cover list detailing all fitness instructors as well as their qualifications, contact details and type of activities they can run and ensure that relevant team members know where and how to access this cover list.

Support the operational teams in the review of fitness suite and group fitness operating procedures. Write activity risk assessments and safe systems of work for use of equipment. Collate evidence for external audits and reviews. Report on outcomes and implement recommendations for improvement.

Monitor equipment standards and stock levels and order new stock related to the Fitness Suite or Group Fitness activities against an agreed budget. Ensuring relevant financial data is recorded accurately onto key systems.

Manage the processes, both operational and administrative, related to MoD testing and maintain strong working relationships with Nuffield Health as well as other relevant Fitness and group fitness Licence providers so that licences are maintained.

Carry out other duties as required, including assisting with the operational teams in the delivery of the programs when demand requires it.

### **Statutory responsibilities**

Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

### **Services**

- Fitness Program Co-Ordination

### **Organisation chart**

**TBC**

## Person Specification

### Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
<b>Qualifications</b>	<p>A Level 4 qualification, in a relevant Administration, Sports or Customer Service discipline.</p> <p>Qualified Group Fitness Instructor (Level 2 or 3) and Personal Trainer Level 3</p>	
<b>Knowledge</b>	<p>Knowledge of Gym standards and equipment, Group Fitness classes including Spin/ Cycling, Yoga, Pilates, Les Mills BTS or equivalent, exercise to music etc.</p> <p>Sports and Leisure related IT Packages</p> <p>Up-to-date knowledge of Local and UK Health and Safety standards and their application in the Sports Directorate.</p>	<p>Knowledge of GoJ H&amp;S policies and their application in the Sports Directorate</p>
<b>Technical / Work-based Skills</b>	<p>Acceptable level of the English Language.</p> <p>Ability to travel between sites in a reasonable timeframe</p>	<p>Full Clean driving license</p>
<b>General Skills/Attributes</b>	<p>Strong interpersonal skills and the ability to deliver quality customer care.</p> <p>Strong Relationship management and negotiation skills</p> <p>Excellent team player, observant and diligent.</p> <p>Excellent organisational, numeracy and written skills.</p>	
<b>Experience</b> <i>period of post-qualification experience).</i>	<p>At least 2 years' experience working in a similar environment managing Fitness Suite environments and Group Fitness timetables, coordinating resources.</p> <p>Experience in implementing promotional activities</p> <p>Ability to understand and apply safeguarding awareness / protocols.</p>	<p>Experience managing budgets and working to targets</p>

### Core Accountabilities, Attributes and Behaviour Indicators

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the Government of Jersey tier 5 core accountabilities attributes and behaviour indicators.

## Organisational structure

### One Government Departments

