

Job Title: Fitness Instructor
Organisation: Aura 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 Aura'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

- Marketing awareness - customer retention, sales techniques, lead generation, telephone enquiries	D	Application / Interview
<u>Other</u> - Knowledge of, and empathy with, the Welsh Language and culture	E	Application / Interview
- Health & Safety awareness	D	Application / Interview

The post holder must be able to demonstrate and evidence the use of, and commitment to developing, the following competencies within the role.

Enthusiastic

- I am polite, helpful and friendly by smiling, making eye contact and using positive body language
- I display passion and commitment in the products and services I offer and provide to our customers
- I have energy, motivation and passion for what I do
- I treat customers and colleagues with fairness, dignity, respect and inclusivity

Enjoyable

- I care about my colleagues and our customers
- I take pride in what I do and provide the best possible service
- I enjoy my role within Aura and ensure that our customers have an enjoyable experience
- I respect others by offering support and assistance to get the job done
- I build good relationships with our customers and colleagues
- I work hard as part of a team by behaving in a “can do”, “one team” way

Inspiring

- I identify and suggest ideas to make improvements and I inspire others by leading by example and demonstrating our values in action with appropriate standards of behaviours
- I come up with new and innovative ideas and have the courage to put them forward
- I am solution focused

Professional

- I have confidence in my role and have a high level of product knowledge
- I can be trusted to do the job I am given
- I develop myself and help others
- I take personal responsibility for my actions and outcomes

- I communicate in a timely and accurate way with colleagues to give the best customer and colleague service
- I speak up and challenge where appropriate

Quality

- I am flexible in my approach to work
- I use Aura's money responsibly
- I take initiative to help and solve customer problems
- I give and receive constructive feedback and praise
- I manage risks by making informed decisions
- I deliver value for money services
- I take care to protect Aura's reputation with our customers and community

Leadership

- I adopt a coaching approach to leadership
- I develop myself and those who I lead
- I recognise team and individual efforts and celebrate success through praise and recognition
- I encourage the creation of innovative ideas which contribute to our vision and objectives
- I encourage accountability through active performance management
- I translate strategy into meaningful goals and targets for myself and others
- I manage and maximise team and individual performance against demanding targets
- I manage and lead through trust, outputs and contribution
- I use data, facts and evidence to make prompt decisions which may involve tough choices and/or considered risks