



Job Description

Position Group Fitness and Member Engagement Coordinator

Reports to Centre Manager, Trentham

Last updated September 2017

Key Relationships

Internal

Centre Manager, Trentham
Fitness Services Coordinator
Fitness and group fitness staff
General Manager, Assets & Services
Other YMCA Staff

External

Members and customers
Partner organisations (e.g. Upper Hutt City Council, Activation)
Schools, Health networks
Participant Whanau

Position purpose

The Group Fitness and Member Engagement Coordinator position exists to assist the Centre Manager in two key areas:

- the day to day management and development of the Group Fitness Programme;
- delivering on the member engagement and lead generation plan

In addition to this, all members of the YMCA Greater Wellington Team are expected to proactively monitor and commit to ensuring that all health and safety requirements are met. This includes being up-to-date with expectations, processes and policies and acting in accordance with these.

Values

All employees of the YMCA are expected to behave in accordance with our values of Respect, Honesty, Caring and Responsibility. This includes being a positive role model to others by demonstrating behaviours that are consistent with these values.

Key Accountability Areas

Group Fitness Coordination (50%)

This will be achieved by but not limited to:

- Coordinating and ensuring the delivery of the Group Fitness Programme on a day-to-day basis
- Developing a Centre timetable for group fitness programmes that supports the YMCA's point of difference as a family focussed health and fitness offering, working in conjunction with the Centre Manager
- Monitoring and reviewing the timetable for Group Fitness activities, ensuring targets are met and cost per participant ratios are within accepted levels
- Overseeing and monitoring the day-to-day performance of the instructors to ensure continued strong performance and on-going development of individual instructors
- Ensuring that the YMCA is delivering high quality, up-to-date programmes including by monitoring industry trends and making recommendations for programme content and delivery in accordance with these
- Attracting new members and retaining existing members by ensuring the delivery of high quality fitness services and by developing and delivering retention and marketing strategies, working in collaboration with the Centre Manager and the Fitness Services Coordinator

Customer Service and Community Engagement (45%)

This will be achieved by but not limited to:

- Developing and implementing a calendar of events, programmes and initiatives that both generate leads (new members) and increases retention and engagement of existing members
- Monitoring retention rates on a regular basis and conducting ad hoc and or regular surveys to ensure that the YMCA is offering programmes that meet the needs of our community
- Ensuring an environment that consistently leads to the delivery of excellent customer service and maximises customer satisfaction and retention
- Responding to enquiries from members and other groups or individuals to resolve any issues and to ensure a positive customer service experience
- Ensuring the customer service experience is enhanced by a clean, safe and tidy environment, including by acting to create this environment and by encouraging others to do so

Team Support (5%)

This will be achieved by but not limited to:

- Working in conjunction with the Centre Manager to recruit and develop a high performing team of trainers who make a positive contribution to the YMCA Team
- Participating in the team to provide high quality health and fitness advice

Person Specification

Qualifications

- A qualification in sport and leisure management is an advantage, ideally in group fitness programmes
- Is ideally REPS registered or working towards registration

Skills and Experience

- At least 2 years' proven experience in delivering and managing a group fitness programme
- Experience working with families & young people ideally in a coaching, leadership or teaching capacity
- Proven administration and organization skills, including use of spreadsheets and database
- Some basic knowledge, understanding and experience in marketing and event management is an advantage.
- Experience in a customer service role, ideally in a similar environment

All employees of the YMCA Greater Wellington are expected to demonstrate a commitment to the principles of the Treaty of Waitangi.

All employees of YMCA Greater Wellington are required to undergo Police Vetting and to maintain the ability to provide a police record check that satisfies the business and employment needs of YMCA.

Competencies

Communication: uses excellent written and oral English to ensure effective communication with a wide range of clients; adapts communication style to suit the audience; listens to fully understand and respond accordingly

Planning and Organising: uses sound organisational techniques to ensure deadlines are met and priorities are managed effectively; maintains a clean and tidy work environment

Relationship Management: builds and maintains positive relationships with customers and colleagues; works positively with people to achieve results even under difficult circumstances

Team Work: is willing to learn from others; shares own ideas and contributes positively to the team; is flexible to do tasks beyond own job to support the team from time to time

Judgement and Decision Making: knows when to involve others in decisions; uses sound judgement to assess a situation and decide the best response or action; understands the impact of own decisions

Drive and Energy/Initiative: willingly takes on additional tasks to support the wider team; demonstrates commitment to getting the job done even under difficult circumstances

Customer Service: clarifies customer expectations and ensures needs are met; acts quickly to effectively respond to customer requests; relates well to a wide range of customers

Problem Solving: understands when to involve others to seek a solution; anticipates when a problem may arise and acts to minimise or eliminate the problem