CVM

CITY VENUE MANAGEMENT

POSITION DESCRIPTION

Position Title:

FITNESS MANAGER

Position Classification:

LEVEL 7, FITNESS INDUSTRY AWARD 2020

OUR PURPOSE

CREATE EXPERIENCES THAT DELIGHT AND ENGAGE.

At City Venue Management (CVM), every person plays an important role in creating experiences that delight and engage. Our truths are unique to us, they shape how we behave and underpin our purpose. As an employee of CVM you are expected to model behaviour aligned with our truths:

FUN AND ENERGY ARE CONRAGIOUS

Positivity feeds positivity, smiles provoke smiles

People are drawn to environments that are challenging yet enjoyable

Don't wait for others to infect you. "BE THE SOURCE"

NEW KNOWLEDGE DRIVES PROGRESSION

We grow by seeking internally and externally

Education, experience, observing, practicingDon't wait for others to

Seek to understand "BE CURIOUS"

COLLABORATION ENABLES CREATIVITY

Diverse teams working toward common goals develop unique solutions

Respectful, passionate disagreement and refined ideas lead to innovation

Integrated teams leverage "COLLECTIVE GENIUS"

SIMPLICITY ALLOWS AGILITY

It's simple to make things complex and complex to make them simple

Strive to find practical solutions to challenging problems

Big organisations can be fast, "FLEXIBILITY CREATES FREEDOM"

MATURITY IS NOT AN AGE

Empowered to do what you like, maturity is to do what is right

Resilience, compassionate, dependable, courageous

The ongoing commitment to remain consistent "EMBRACE OWNERSHIP"

Position Purpose:

As Fitness Manager, you will take ownership of the day-to-day operations of the Health Club while leading a diverse team of fitness professionals. You'll balance people leadership, commercial performance and member experience, ensuring the club operates safely, efficiently and in line with CVM's values.

This is a hands-on leadership role. In addition to managing the Health Club, you will actively contribute to service delivery by:

- Teaching eight Group Fitness classes per week
- Completing gym floor hours, supporting members and maintaining high standards of presentation and safety
- Performing Duty Manager shifts as required, working collaboratively as part of the site Head of Department (HOD) team

You'll be a visible leader on the floor, building relationships, coaching your team in real time and setting the standard for service, professionalism and energy.

Relationships:

Reports to: Facility Manager
Staff responsibility: Gym Team Members

Key internal relationships:

- Head of Department team (HODs)
- Customer Service team
- Group Fitness Instructors
- Personal Trainers
- Duty Managers
- Administration and Operations staff

Key external relationships:

- Gym members and prospective members
- Fitness program participants
- Local community groups and partners
- Suppliers and service providers relevant to Health Club operations

Key areas of Responsibility:

Leadership & Team Management

- Lead, coach and develop Personal Trainers, Gym Floor staff and Group Fitness Instructors.
- Provide support and development to the customer service team by ensuring they have up to date product knowledge.
- Foster a positive, high-energy culture aligned with CVM values and behaviours.
- Manage recruitment, onboarding, training and performance in line with CVM frameworks.
- Lead by example, covering shifts, classes or inductions when required.

Member Experience & Customer Service

- Deliver an exceptional experience for members and prospective members at every touchpoint.
- Build strong relationships and respond to feedback or complaints promptly and professionally.
- Drive retention strategies and continuously improve service delivery.

Sales & Commercial Performance

- Drive a strong sales culture across the Health Club team with membership growth being your key performance indicator.
- Achieve individual and team KPIs across memberships, programs and ancillary services.
- Upsell and cross-sell CVM products and services.
- Support local marketing initiatives and maintain a strong social media presence in line with brand guidelines.
- Community engagement - Driving local outreach and business development to drive the Health club performance

Operations & Financial Performance

- Manage daily operations of the Health Club, ensuring staffing levels meet operational and budget requirements.
- Contribute to and execute business plans that meet or exceed budget targets.
- Monitor performance against budget and report results to your Facility Manager.
- Ensure accurate administration, reporting and compliance with company procedures.

Safety & Compliance

- Champion workplace health and safety, ensuring equipment and facilities are safe and well maintained.
- Train staff in hazard identification and safe systems of work.
- Ensure compliance with legislative requirements, company policies and operating contracts.
- Incumbent must stay up to date with industry trends (this was to encourage professional development given there is no requirement for yearly re - cert unless we say they have to be Aus Active registered)

KPIS:

- **Membership Growth:** Achieve positive net membership movement versus budget.
- **Revenue Performance:** Deliver positive health club revenue versus budget.
- **Sales Integrity:** Ensure all membership sales comply with approved pricing, promotions, and policies, with zero unauthorised discounts or offers.
- **Group Fitness Occupancy:** Maintain group fitness class occupancy at a healthy level relative to the size of the membership base.
- **Member Experience:** Maintain a Net Promoter Score (NPS) of 60 or above.

Qualifications, Experience & Skills:

Skills & Experience:

- Proven experience in a fitness, health club or leisure management role.
- Strong people leader with the ability to engage, motivate and develop teams.
- Commercially minded, with experience working to sales targets and KPIs.
- Confident communicator with strong relationship-building skills.

Qualifications:

- Certificate III & IV in Fitness
- Current First Aid & CPR
- Paid Blue Card
- Lifeguard Qualification

Legal Requirements:

QLD CHILD PROTECTION ACT

It is an offence under the QLD Child Protection Act 1999 for a person convicted of a serious offence to apply for or perform this position. The QLD “Child Protection Act 1999 requires the following to be completed;

- Any person in this position must hold and maintain a current Positive Notice and Blue Card from the Commission for Children & Young People & Child Guardian.

DUTIES UNDER WH&S ACT

Under the Work Health & Safety Act 2011 an employee, whilst at work, must:

A. Take reasonable care for his or her own health and safety; and
B. Take reasonable care that his or her acts or omissions do not adversely affect the health and Comply, so far as the employee is reasonably able, with any reasonable instruction that is
C. given by the person conducting the business to allow the person to comply with this Act; and safety or other persons; and
D. Co-operate with any reasonable policy or procedure of the person conducting the business relating to health or safety at the workplace that has been notified to employees.