



Job Description

Job Title:	Health and Fitness Advisor
Responsible To:	Fitness Manager
Direct Reports:	N/A
Place of Work:	Based at a venue, but will be required to work at any SCT operated venues.

Purpose of Job:

- To assist in the efficient running of the Fitness product by ensuring all customers adhere to relevant policies and procedures.
- To provide a constantly high level of service in accordance Sheffield City Trust standards.
- To ensure the safety of customers and provide the highest possible level of customer care in all areas, in line with the Company's mission, vision and values.
- Deliver customer interactions to all designated members in line with direction from management.
- Deliver a safe environment for customers to use the facilities through equipment maintenance and cleaning.
- Assist in promoting new activities and retention products that the company provides to meet the customer needs.
- Be proactive in delivery and promotion of customer interaction to include workout plans, class delivery and Assisted Workouts.

Key Responsibilities:

- 1 Core Values**
 - To promote the Company's Core Values through personal behaviour and by challenging behaviour in others that is contrary to the Core Values.
- 2 Customer Relations.**
 - To ensure that all customers receive positive interaction and experience.
 - Deliver quality inductions, session plans and classes to aid retention and provoke positive member feedback.
 - Deliver exceptional customer service going the extra mile.
 - To create relationships, adaptability and enhance customer relations through open and consistent communication in line with ICAN values.

3

People

- To provide high quality instruction and healthy lifestyle advice.
- To provide an exceptionally clean and safe environment.
- To make a “positive connection” with every customer – leaving them in no doubt that nothing is too much trouble.
- Take an adaptable approach to involve members from all demographics and to provide an open inclusive service.
- Promoting other elements and products within SCT facilities.
- Develop group training within the fitness environment to increase the community feel.
- Work with the GP referral team to deliver continuous service from the scheme into the Fitness environment.
- To adopt a sales culture within your role by providing solutions that fits both the customer and the business needs.

4

Financial

- To play an active role in maximising incremental and secondary spend.
- To play a role in minimising and controlling expenditure.
- To play a role in selling to maximise income spend from memberships, retention packages and casual usage.

5

Business Development

- To continually attract new customers and referrals to the venue so that income and profit figures are achieved.
- To deliver repeat customer business through the effective day-to-day operations of the Fitness Suite.
- To assist the Company in achieving its Key Objectives.
- To develop yourself in line with the Company’s recruitment and development policy.
- Maintain a full understanding of all areas of the business to include knowledge of all sites, future developments, and details of operational and company policies.
- To take accountability for individual and team targets by having a commercial awareness and generating revenue growth for both new and existing customers by presenting products or services in a structured, professional and enthusiastic manner.

6

Operations

- To ensure the smooth running of the day-to-day operation of the Fitness Suite and ensure customers’ expectations are achieved
- To be part of a team that recognises we constantly need to develop our products, services, procedures and policies so we can continue to remain competitive and at the forefront of fitness.
- To provide professional assistance to all customers.
- To assist with marketing and promoting all activities.
- Work within the team continuously as a group enabling development of every individual.
- To carry out opening and closing of the Fitness Suite in line with IEMs checks.
- Carry out all PPM and cleaning duties in line with venue specific checks.

7 Key Performance Indicators

- To assist in the delivery of all key performance indicators for the venue as set out in the Corporate Plan.

8 Health and Safety

- To comply with all operational and emergency procedures.
- To attend all training sessions.