FITNESS OPERATIONS

National Fitness Support Manager

JOB DESCRIPTION

LOCATION	Fitness centres across the national network – Based at SO
HOURS	20-25 hours per week (TBC)
REPORTS TO	National Fitness Manager

Purpose of the role

The National Fitness Support Manager supports the consistent and effective operation of fitness centres across the CLM network. The role works closely with Fitness Coordinators and site teams to strengthen service delivery, member retention, programme coordination, staff capability and customer experience. It also coordinates approved external events, community initiatives and national priorities, while maintaining clear communication with the National Fitness Manager.

Key outcomes

- Fitness centres are supported to deliver consistent, high-quality services and customer experiences.
- Member engagement and retention activity is planned, monitored and followed through.
- Fitness and group fitness programmes are coordinated effectively and aligned with site requirements.
- Fitness Coordinators and team members receive practical support, direction and development.
- External events, community initiatives and national priorities are planned and delivered in a controlled and professional manner.
- Operational, administrative, health and safety, and reporting requirements are completed accurately and on time.

Key responsibilities

National fitness centre support

- Oversee and support the operation of fitness centres across the national network, including staffing, programmes, retention and customer service.
- Complete regular facility visits and maintain ongoing contact with Fitness Coordinators and site teams.
- Identify operational issues, agree practical actions and escalate significant matters to the National Fitness Manager.
- Support consistent operating standards, facility presentation and service delivery across the national network.
- Provide practical cover or operational assistance where agreed and required.

Member retention and experience

- Coordinate national and site-level member retention activities in partnership with Fitness Coordinators.
- Review relevant membership and engagement information supplied through approved systems and work with sites on actions.
- Promote a consistent, welcoming and professional member experience.

Programme coordination

- Coordinate fitness and group fitness programmes across the national network, working with site teams to support effective scheduling and delivery.

- Support programme planning, timetabling, instructor coverage, launches and approved programme changes.
- Monitor programme delivery and participation information where available, and support sites to respond to identified issues.

External events and community initiatives

- Act as the operational lead for approved external fitness events, activations and community initiatives across the national network.
- Develop clear delivery plans covering purpose, responsibilities, timelines, staffing, equipment, communications, partner coordination, approvals and health and safety requirements.
- Coordinate with internal teams, facilities, community organisations and approved external partners to support effective delivery.
- Ensure risks, approvals, incident requirements and operational expectations are documented, communicated and escalated where required.
- Complete post-activity follow-up, including participation information where available, stakeholder feedback, outcomes, issues and agreed actions.
- Build constructive working relationships with community organisations and approved partners to support locally relevant initiatives.
- Work with site teams to confirm initiative objectives, responsibilities, access requirements, resources and communication before delivery.
- Support community initiatives that connect people with CLM facilities, fitness programmes and appropriate participation opportunities.

People leadership and capability

- Identify development needs and help coordinate coaching, training and practical support.
- Conduct regular meetings and maintain clear, constructive communication with site teams.
- Support staff to deliver safe, professional and high-quality fitness instruction and programmes.

Membership growth and promotion

- Collaborate with relevant teams on approved marketing and promotional campaigns intended to support membership growth and engagement.
- Ensure Fitness Coordinators have the operational information required to deliver campaigns consistently.
- Support local activations, lead follow-up and member communications where agreed.

Administration, reporting and communication

- Maintain clear records of site visits, agreed actions, programme activity, retention work, external events and community initiatives.
- Prepare regular updates for the National Fitness Manager on performance, risks, priorities and support required.

Health, safety and risk management

- Maintain a strong commitment to organisational health and safety policies, procedures and responsibilities.
- Support sites to identify, report and respond to hazards, incidents and operational risks through approved processes.
- Escalate significant health and safety, staffing, service or operational risks promptly.

Working relationships

Relationship	Key contacts
Internal	National Fitness Manager; Fitness Coordinators; fitness, group fitness and customer service teams; facility management; and relevant support teams.
External	Members, customers, instructors, community organisations, event partners, suppliers and other approved stakeholders.

Skills, experience and attributes

- Strong leadership, communication and relationship-management skills.
- Ability to support multiple sites, coordinate priorities and follow actions through.
- Experience coordinating fitness programmes, staff activity, events or operational projects.
- Ability to work collaboratively with a range of internal teams and external stakeholders.
- Sound administrative, planning and reporting capability.
- A practical, solutions-focused approach and confidence working independently.
- Commitment to excellent customer service, safe practice and organisational health and safety requirements.

Role expectations

- Work across fitness centres across the national network as required.
- Plan work to meet operational priorities within the agreed 20-25 (TBC) hours per week.
- Attend meetings, events or site activities outside standard hours where this has been agreed in advance.
- Maintain professional conduct, confidentiality and constructive working relationships.
- Carry out other reasonable duties that are consistent with the purpose and level of the role.

Measures of success

- Agreed site actions and national priorities are completed within stated timeframes.
- Retention and member-engagement activity is implemented and reported consistently.
- Programmes, approved events and community initiatives are coordinated with clear planning, communication and follow-up.
- Fitness Coordinators report receiving practical and timely support.
- Operational and health and safety risks are identified, documented and escalated appropriately.
- Records, updates and reporting are accurate and completed on time.

Acknowledgement

This job description outlines the main responsibilities of the role. Duties may be reviewed and updated through discussion to reflect operational requirements.

Employee name	
Signature	
Date	