



Group Health & Fitness Manager

Recruitment Pack

Excellent salary and benefits package

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OUR MISSION IS TO
BECOME THE
LEADING INNOVATIVE
SPORT AND LEISURE
TRUST STRIVING FOR
EXCELLENCE IN THE
NORTH-EAST OF
SCOTLAND

WELCOME

Firstly, thank you for your interest in this exciting new post. I hope you find the contents of this pack informative and that you will be motivated to apply.

Sport Aberdeen is a multi award winning charitable community leisure trust situated in the north-east of Scotland. Established in 2010, we are proud to manage and deliver physical activity and sport services on behalf of Aberdeen City Council and a number of other partners.

Our facilities and services have come a long way in recent years but we are looking for the right person to push this even further ensuring that our customers have the best possible experience when they visit our venues.

Reporting directly to me, you will lead on the evolution of our fitness offer across the city. Aply supported by the operational management team, this will be a challenging and rewarding position with the opportunity to make a real impact.

We are looking for an innovative thinker who is passionate about the fitness industry and who has their finger on the pulse of trends and development opportunities. A great leader and communicator, the successful candidate will bring a proven track record of delivering enhanced health and fitness performance.

This pack will provide you with more detail on Sport Aberdeen, the role and the qualities of our ideal candidate. If it sounds like the opportunity that you have been looking for, then we'd love to hear from you.

David Selkirk

Director of Community Leisure Operations

ABOUT US

Sport Aberdeen is an award-winning registered charity committed to creating opportunities, inspiring people and changing lives through sport and physical activity. Established in 2010, we manage sport and physical activity services on behalf of Aberdeen City Council.

With over 500 employees, 30+ venues and welcoming over two million visitors every year pre-Covid, Sport Aberdeen is the largest sport and leisure provider in the north-east of Scotland.

In addition to our venues, we also run an extensive coached activities programme delivering more than 1,000 classes a week to 7,000 participants and a range of innovative health and wellbeing programmes.

What makes Sport Aberdeen different from many other sports and leisure providers is the fact that every penny we earn is reinvested back into the venues we operate, the programmes we deliver and the communities we serve.



STRUCTURE

The company and senior leadership team is structured into five key divisions outlined below:

**COMMUNITY
LEISURE
OPERATIONS**

**FINANCE AND
CORPORATE
SERVICES**

**SPORT AND
ACTIVE
COMMUNITIES**

**HR AND
ORGANISATIONAL
DEVELOPMENT**

**MARKETING AND
COMMERCIAL
DEVELOPMENT**

PRINCIPAL FACILITIES

7 'Get active' gyms:

Get active @ Beach Leisure Centre

Get active @ Jesmond

Get active @ Sheddocksley

Get active @ Alex Collie

Get active @ Kincorth

Get active @ Beacon

Get active @ Peterculter

Aberdeen Tennis Centre

Linx Ice Arena

6 swimming pools

4 18-hole golf courses

Get active @ Northfield

(Opening summer 2022)

INVESTMENTS

Over the last five years, we have invested heavily in upgrades and refurbishments to our portfolio of venues across Aberdeen.

Get active @ Sheddocksley

A £350k refurbishment in 2019 saw this venue transformed into a contemporary fitness offering, resulting in it becoming one of our most popular venues.



Golf Investment

Over £500k has been invested into our golf courses to enhance the golf product and improve their playability.

Aberdeen Tennis Centre

Following £250k investment in our outdoor tennis courts, we are excited to be bringing Padel Tennis to Aberdeen for the first time, in late 2022



Get active @ Jesmond

Over £1m was invested to rejuvenate the venue and create a high quality health and fitness offering over two levels.

Get active @ Northfield

One of the largest capital projects managed by Sport Aberdeen to date; in partnership with Aberdeen City Council and **sportscotland** we will deliver Get active @ Northfield this summer – an extensive refurbishment and extension of the previous Northfield Swimming Pool.

The £4.5m project will deliver a health, fitness and wellbeing venue to the Northfield community which will include:

- 25m swimming pool.
- 45-station fitness suite.
- Large group exercise studio.
- Modernised and extended changing facilities.
- Clinical suites for consultation and health testing.
- Additional car and cycle parking.



INVESTMENTS

ROLE PROFILE

Location	Company HQ
Role Purpose	<p>To optimise the financial performance from health and fitness, creating the products, programmes, systems and services necessary to achieve this.</p> <p>Co-ordinate the health and fitness teams within venues and work with the Group Operations Manager to offer the highest standard of service delivery, ensuring customer satisfaction in all areas associated with health and fitness.</p>
Responsible to	Director of Community Leisure Operations
Responsible for	All immediate reports, consultants and volunteers

Role Responsibilities

- To identify, appraise and commercially assess new concepts and trends within the health and fitness industry and where appropriate integrate these into our facilities and programmes to stay ahead of the competition.
- Improve the health and fitness product within our gym and studio spaces, taking these to the next level of service delivery, working with managers from across the division and operational teams to achieve this.
- Be responsible for all facets of the health and fitness operation and in-venue sales and retention systems, ensuring that these are fully embedded and are working efficiently.
- Work with the Head of Marketing and Commercial Development and the Director of Community Leisure Operations to develop the sales and retention strategies necessary to grow the membership basis. As Group Health and Fitness Manager you will take a lead role in the companywide Business Development Group.
- Creating and implementing the approach necessary to continue to train, mentor and develop our Health and Wellbeing Co-ordinators, our group exercise instructor base and the operational teams to create a 'one team' approach within the workforce and instructor base to health and fitness management.
- Work with the Sales and Retention Manager, the Group Operations Manager and operational teams to measure and analyse our health and fitness performance, obtaining qualitative feedback to continue to tailor and develop our approach to health and fitness.
- To deputise for the Director of Community Leisure Operations as required and undertake any relevant duties as deemed necessary to ensure the effective and successful running of the division.

Management Responsibilities

- Ensure the effective management and utilisation of the financial resources allocated to the service in line with the company's financial regulations and any partner agencies accounting processes. Ensure that budgets are adhered to and that best value is achieved through suitable financial monitoring procedures.
- Provide clear direction and support to employees so they are fully equipped to deliver the highest standard of service promoting a culture of continuous organisational improvement and strong internal and external customer focus.

ROLE PROFILE

Management Responsibilities *continued...*

- Effectively recruit, deploy and manage all staff engaged within the team and provide appropriate training and personal development opportunities that will ensure that they are able to meet the changing needs of the service area.
- Prepare reports and strategic documents and be responsible for recommending policy and service improvements, presenting to the director as well as the company board and its committees as required.
- Take a lead role in the company's extended leadership team.
- Maintain effective channels of communication and teamwork within the division and across the wider company departments.

Methods of Working Expectations

- Adopt a participative and collaborative style of working, underpinned by strong interpersonal skills that ensure effective teamwork with partners, stakeholders and colleagues.
- Exhibit the highest standards of professional behaviour, creating effective working relationships with stakeholders and members of Sport Aberdeen's extended leadership team based on mutual trust and respect.
- Use appropriate management information systems, maintain confidentiality and observe data protection guidelines.
- Work with information technology and associated systems, and where appropriate, existing technology arrangements and consultative procedures will be applied in accordance with company policies.
- Take an active part in appraising your own work against agreed priorities and targets in accordance with Sport Aberdeen's performance management framework.
- Undertake appropriate training associated with the duties of the post.

PERSON SPECIFICATION



Experience

Essential Desirable

Relevant health and fitness or leisure management experience within the private, trust or public sectors.	X	
A record of enhancing and developing the revenue and financial performance of a facility or a group of venues through health and fitness.	X	
A track record of developing or enhancing the health and fitness products, programmes and services delivered.	X	
Experience of managing a team and undertaking people management functions.	X	
Experience of working in a pressurised and customer-oriented environment.	X	
Management of budgets and collation, preparation and presentation of business plans and market intelligence reports and statistical analysis.		X

Knowledge

Awareness of new concepts and trends within the health and fitness industry.	X	
Knowledge of how to deliver high levels of customer service and facility presentation standards.	X	
Knowledge of how to develop a strong sales culture within a team.	X	
Awareness of retention strategies and the implementation of these to help reduce membership cancellation levels.	X	
An understanding on how ICT can be used to deliver and enhance the health and fitness products provided.		X
An understanding of the challenges associated with managing the health and fitness services across a diverse group of facilities of different sizes.		X

PERSON SPECIFICATION



Skills and Abilities

Essential Desirable

Ability to provide effective leadership and be able to manage, motivate and mentor operational teams, managers and external instructors.	X	
Good communication skills including presentation, oral, written and interpersonal skills.	X	
Sound financial management skills.		X
Able to work collaboratively and as part of a team with others (both internally and externally) in order to achieve better services and deliver both the organisational and division's objectives.	X	
Be able to think analytically and to demonstrate good judgement.	X	
Able to make the best use of resources, including employees, ICT and financial resources to maximise the objectives of the organisation.		X
Able to work under own initiative, balance diary commitments with reactive pressures of the business, and be organised to achieve deadlines.	X	
ICT literate, particularly with video conferencing software (Teams), leisure management information systems, and Microsoft Office packages.		X

Attributes

Enthusiastic with a positive 'can-do' attitude.	X	
Confidence to behave in a consistent and reliable manner whilst ensuring that everyone is treated fairly and with respect.	X	
Adaptable and flexible in terms of working patterns, subject matter and priorities.	X	
Genuine interest in the industry, and an ongoing motivation to stay informed of industry trends.	X	

PERSON SPECIFICATION

Qualifications and Training

	Essential	Desirable
Relevant fitness related qualification(s).	X	
University qualified to a BA/BSc (Hons) level.		X
Full current driving licence.	X	
Commitment to continuous personal development.		X



HOW TO APPLY

To apply, please complete BOTH the

[Application form](#) and
[Equal opportunities and criminal convictions form](#)

Please note that applications will only be accepted from candidates completing both online forms. CVs will not be considered at this time, so please do not send. Please complete **ALL** sections of the form as fully as possible.

Informal enquiries about the role can be made to David Selkirk, Director of Community Leisure Operations by emailing dselkirk@sportaberdeen.co.uk or by phoning 01224 047930.

Closing date for applications is 12 noon on Monday 4 July 2022.

SALARY

The role has a salary commensurate with its responsibilities and expectations. This will commence at £40,000, with an expectation that it will increase in line with the growth of the role, the impact on business and the completion of agreed targets.

Sport Aberdeen also offers a range of other employee benefits. Full details of these will be provided at interview.

CHECKS

Before any firm offer of employment can be made references will be checked and evidence of qualifications will be required.

In addition, we are legally required to ensure that you are eligible to work in this country and you will be asked to provide appropriate evidence.



YOUR *Brand of Choice*

By providing value-for-money sport and physical activity opportunities that are accessible for all, providing high quality customer services.

YOUR *Provider of Choice*

By providing a flexible business model with the capacity for growth and diversification.

YOUR *Employer of Choice*

By providing an environment that successfully attracts, develops and retains talent.

YOUR *Partner of Choice*

By being trusted and highly regarded, with a reputation for delivering innovative, creative and joined-up solutions.



www.sportaberdeen.co.uk

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