



Full-Time Gym General Manager (In Gym & Online)

Do you get energized when leading a team and helping them keep our company goals top of mind?

Do you take pride in running a center of excellence for people with Parkinson's Disease?

Does the opportunity to work at an Independent Health Facility that offers a wide range of instructor-led, research-backed, high-intensity exercise programs to address the specific needs and interests of seniors and people with Parkinson's disease, interest you?

WE OFFER

- Hope and support through challenging exercise programs to slow down the progression of Parkinson's and help people enjoy a better quality of life.
- Professional development and training to support your career growth.
- Consistent access to programs by being an essential service and offering classes in the gym locally in Ottawa ON.
- A supportive community online, offering our high-intensity training across Canada.

Our Core Values

- **Act:** Our challenges don't define us, our ACTIONS do!
- **Support:** We care about our members and staff and create a healthy life-work balance.
- **Adapt:** When things happen outside our control, we adapt. We make informed decisions, and we use the 80/20 rule to guide our work.
- **Recover:** We recover quickly from tough situations and innovate quickly. Done is better than perfect.
- **Fun:** We create a positive workspace and build strong relationships.

YOU ARE

- Able to react well to challenges and anticipate the needs of our clients and team.
- Motivated to generate revenue for the organization and have experience in sales.
- Skilled at identifying and improving areas of the In Gym and Online experience to support the company's future success.
- Great communicator carefully and clearly communicating the reasoning behind business changes.
- Influential and successful in encouraging your coworkers to buy into new policies and follow our processes.
- Approachable and willing to help new teammates settle into their roles and quickly foster important relationships with the team.



A Day in the Life of a Gym General Manager

The Gym General Manager manages the day-to-day operations, client experience, and team recruitment.

You are responsible for coaching the Head Instructors and Admin team, supporting staffing needs, and ensuring the appropriate communication is being provided to our clients and their families. This role reports to the Founder.

Gym Operations

- Maintain gym cleanliness and Covid Guidelines followed:
 - Ensure that facilities are clean and prepared for use.
 - Keep the front lobby and reception area clean and orderly.
 - Participate in regular facility cleanings such as washroom cleaning, vacuuming, mopping, and trash removal twice per week
- Generate revenue by doing sales calls and nurturing our prospective members when they are considering purchasing a membership with us.
- Oversee the operations and profitability of each gym location by coaching Instructors to take ownership of their gym location.
 - You'll be traveling to other locations 1- 2x per month to do quality control and get to know clientele and help build community between locations.
 - Aware and consulting on assessment of new students and regular check-ins with students regarding health or any other issues of concern.
 - Supervision of Coop students every term and check-ins with them on a bi-monthly basis or as needed.
- Overseeing Finances:
 - Analyzing income and expenses, membership fees, and equipment leasing costs to find out where the business needs to improve to ensure profitability.
- Report on efficiency and effectiveness of business operations:
 - Keep management informed by reviewing and analyzing special reports; summarizing information; identifying trends.
 - Design and implement office policies by establishing standards and procedures and making necessary adjustments to our playbooks(instructor manual)
- Ensure we have the right number of instructors on duty at peak and quiet times, providing weekly capacity updates and forecasts so we can proactively adapt our plans.

Team Development & Human Resources

- Manage and coach Head Instructors to ensure staff and resources are coordinated effectively. Maintain employees' training and certification records.
- Responsible for recruiting employees.
 - Reviewing resumes
 - Scheduling interviews
 - Running interviews



- Calling References
- Responsible for providing orientation and training to new employees.
- Complete all new hire paperwork including contracts and payroll information is directed to Office Manager
- Review of all employee timesheets and contractor invoices
- Liaise with the Head Instructor(s) to ensure Instructor performance reviews are completed and filed; realizing any pay increases.

Sales & Maintaining High Membership Levels

- Take actions to increase membership, according to our Prospects. Activities might include, but are not limited to:
 - Advertising to attract new members. Design promotions for individual members and prospects to get them to sign up.
 - Retain existing members regularly via newsletters, emails, and incentives to renew membership.
- Ensure client onboarding and services are delighting our members.
- Create new content for our members by doing one or more of the following each week. Finding ways to share new content and new exercises with all instructors is key:
 - Manage the Facebook Instructor Forum and encourage all of our Instructors to contribute to the page with ideas and exercises.
 - Organize bi-monthly 'challenges of the month' with other instructors.
 - Create 4 video tips for the month, ideally all at the same time before the month starts. Send video tips to the Social Media Manager. Video tips can be done in one or more of the following ways:
 - You record video tips
 - Ask another instructor to record a teaching tip with a client
- Support Gym Admin team with customer inquiries and complaints.
- Oversee the Follow Up Table and ensure all trials and inquiries are contacted and data is captured about conversations with potential clients
- Ensure the marketing team is updating the contact list of partners locally and across Canada.