



POSITION DESCRIPTION

POSITION TITLE: Fitness Director	DEPARTMENT: 75 – Fitness
CLASSIFICATION: Full-Time Exempt	REPORTS TO: Director of Health & Wellness Services
<p>DESCRIPTION SUMMARY: The Fitness Director serves as the operational and customer service leader for the fitness department, overseeing member engagement, personal training operations, wellness programming, and other fitness services. This role acts to create community between members, guests, personal trainers, and all aspects of the JCC, ensuring a premium, relationship-driven member experience, while supporting departmental profitability, retention, and operational excellence.</p>	
<p>ESSENTIAL RESPONSIBILITIES:</p> <p>Personal Training & Fitness Program Management</p> <ul style="list-style-type: none"> • Oversee daily personal training operations, including fitness, nutrition, and stretch • Coordinate fitness orientations, fitness assessments, and trainer-client matching • Support the development and execution of fitness challenges and member engagement events • Track and manage leads, appointments, conversion rates, and client retention metrics • Collaborate with membership team to integrate fitness services into sales and onboarding • Collaborate with the group exercise team to ensure a holistic, tailored fitness experience for each member <p>Member Experience & Customer Service</p> <ul style="list-style-type: none"> • Deliver a high-touch, hospitality-focused experience to all members and guests • Respond promptly and professionally to member inquiries, concerns, and feedback • Ensure the fitness center remains clean, safe, organized, and welcoming • Resolve service issues and escalate concerns appropriately • Maintain an active presence on the fitness floor to ensure visibility and accessibility • Support onboarding and integration of new members into the community <p>Team Leadership & Staff Coordination</p> <ul style="list-style-type: none"> • Coordinate schedules for fitness floor staff and personal trainers • Maximize trainer productivity, utilization, and client satisfaction • Support hiring, onboarding, training, and mentoring of personal trainers • Ensure all fitness professionals maintain required certifications and continuing education • Provide coaching on sales techniques, client retention, service delivery, and program design • Participate in JCC team meetings, operational planning, and leadership development initiatives • Foster a positive, service-oriented, JCC team-focused culture <p>Administrative & Operational Responsibilities</p> <ul style="list-style-type: none"> • Maintain accurate records in CRM and scheduling systems for client sessions, trainer schedules, payroll/commissions, package utilization, and program participation • Process billing inquiries, transactions, and member service requests • Prepare and analyze daily, weekly, and monthly reports • Ensure compliance with policies, operations procedures, and safety standards. 	



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QUALIFICATIONS:

- Bachelor's degree in Exercise Science, Kinesiology, or related field preferred
- Nationally recognized (accredited) Personal Training certification
- 2-5 years of experience in fitness center operations, fitness management or coordinator, customer service or hospitality, and personal training sales
- CPR/AED certification

GENERAL SKILLS:

- Must be self-motivated and self-directed.
- Must possess good decision-making and problem-solving skills.
- Must possess leadership skills and have the ability to delegate, motivate and inspire team members
- Must exhibit honesty and integrity
- Must be organized and able to manage and prioritize multiple tasks, meet deadlines, and manage time
- Must be able to work as a part of a team
- Must be able to take initiative to solve problems and be willing to seek assistance in solving problems
- Must be able to communicate well, in written communication and verbally
- Must be able to effectively and in a timely manner respond to requests from others

This position description is not intended to be all-inclusive but is intended to be a generalized description of the primary job responsibilities and expectations. Management may change the job responsibilities and expectations based on business requirements.

This position description is intended to comply with all known state and federal regulations and includes accommodation re-evaluations.