

Job Description
Centre Manager

HiFlex Physio

Reports to:

General Manager Human Resources

Position Supervised:

Supervision of full department staff.

Job Scope

- Effectively manage HiFlex Physio Centre to maintain brand standards, and achieve budget and other agreed objectives.
- Promote the desired work culture around our best business practice and the brand ethos.

Job Scope

- Approach HiFlex Physio Centre branding in a positive and ‘can do’ manner.

Key Job Responsibilities

- Approach HiFlex Physio Centre branding in a positive and ‘can do’ manner.
- Manage building works during re-branding to assist HiFlex Physio.
- Development Manager, and minimise disruption to clients.
- Instil brand values and standards into staff so they fully understand and believe in the brand.
- Maintain brand standards on a day to day basis.
- Contribute to brand review, so brand remains relevant and appropriate to client needs.

Staffing

- Participate with Head Office to recruit staff who reflect HiFlex Physio Centre Standards in line with organisational procedures.
- Induct staff thoroughly, ensuring a comprehensive understanding of the organisation HiFlex Physio, and clients, their role and your expectations.
- Train staff, utilising organisational courses, so they perform to organisational expectations.
- Develop staff, so they can progress within the organisational, and fulfil career aspirations.
- Review performance regularly; job chats at least monthly initially, and then a minimum of six monthly appraisals.

- Catch staff doing something right - engender a positive atmosphere where staff want to, and can do, well
- Handle poor performers, coaching initially and using formal procedures if no improvement.
- Treat staff fairly and consistently, using the disciplinary procedure for instances of misconduct.

Product

- Screen all potential clients using organisational approved procedures, to spot risk factors and identify objectives.
- Conduct organisational approved fitness tests and interpret for members.
- Prescribe programmes that enhance member's lifestyles, and promote behaviour change.
- Design and deliver a programme of classes that meets member's needs, and brand standards.
- Instruct members in the use of facilities and gym equipment, so it is safe, fun and beneficial.
- Fully utilise computerised systems - in line with organisational guidelines.

Commercial

- Constantly monitor HiFlex Physio competitors, using information to recommend changes to HiFlex Physio strategies.
- Liaise with General Manager Marketing over best approaches to marketing, and monitor success of each.
- Handle all enquiries and sales tours professionally and skilfully aiming to maximise conversions.
- Manage the membership enquiry systems, fully utilising it in line with guidelines.
- Manage Metabolic Response Modifiers (MRM) system effectively, again in line with Metabolic Response Modifiers (MRM) guidelines.
- Constantly review membership mix, rates, % to ensure optimum.
- Maintain retention at agreed levels, and monitor non renewals, action as appropriate
- Drive all retail activities in HiFlex Physio (including alternative health services, sports retail, food and beverage) ensuring effective marketing, sales promotion, sales and after sales service.
- Drive all other secondary spend activities in HiFlex Physio (including personal training, guest fees, class income) ensuring effective marketing, sales promotion, sales and after sales service.
- Liaise with General Manager Marketing, and comply with all organisational procedures.

Financial

- Achieve HiFlex Physio gross operating profit (GOP) targets
- Assist in review of the annual budget and identify short term objectives to achieve targets
- Establish and attain key business objectives relating to all areas of Centre performance
- Review financial performance on a daily, weekly, monthly basis, take remedial action as appropriate. Provide accurate weekly and monthly figures as requested by General Manager Finance, and submit by deadlines

Self-Management

- Comply with rules, regulations and provisions contained in the employment handbook
- Comply with organisational grooming and dress standards
- Comply with timekeeping and attendance policies
- Actively participate in training and development programmes and maximise opportunities for self-development
- To maintain the appropriate attitude and physique to reflect and promote the image of HiFlex Physio Centre

Client Service

- Demonstrate service attributes in accordance with industry expectations and organisational standards to include:
- Being attentive to guests
- Accurately and promptly fulfilling guest requests
- Understand and anticipate guest needs
- Maintain a high level of knowledge which will enhance the guest experience
- Demonstrate a service attitude that exceeds expectations
- Take appropriate action to resolve guest complaints
- Appreciate the dynamic nature of the health HiFlex Physio industry/hotel industry
- Extend these service attributes to all internal staff
- To assist in the promotion of the health club/hotel (and HiFlex Physio Group generally) by being involved in a variety of activities, in accordance with the budget set by the HiFlex Physio General Manager Finance

- To assist in the sales of accessories in the Centre
- Maintain a high level of product and service knowledge about all health facilities in your region
- Develop extra activities and events such as circuits, aqua-aerobics, running

Health Safety & Security

- Demonstrate an understanding and an awareness of all policies and procedures relating to Health, Hygiene and Safety
- Familiarise yourself with emergency and evacuation procedures
- Ensure all security incidents, accidents and near misses are always logged in a timely manner and brought to the attention of the General Manager Human Resources
- Assist in the maintenance of all facility equipment and carry out minor repair work
- Assume responsibility for the highest standards of hygiene, cleanliness and tidiness in the Centre.

General

- Assume responsibility for the daily administration of the HiFlex Physio and constantly review the efficiency of the systems in place
- Comply with the organisational corporate code of conduct at all times
- Familiarise yourself with the organisational vision and values which link to our model of desired behaviours that we expect all employees to display
- Perform other tasks at the level of the role as directed by your line manager in pursuit of the achievement of business goals
- Demonstrate your desire and ability to improve your knowledge and abilities through on-going training.
- Ability to work as part of a diverse team with colleagues from different viewpoints, cultures and countries
- Represent HiFlex Physio in a professional manner at all times
- Maintain regular and positive communication with CEO and other key Head Office personnel
- Foster positive links with other Centre Managers, to encourage mutual support and exchange of ideas

- Undertake and achieve specific objectives as agreed with CEO

Qualifications

- Bachelor or master’s degree in exercise science, physical education or exercise physiology
- Degrees or courses in business
- First aid and CPR certification