

JOB DESCRIPTION

Job Title	Personal Trainer
Department	Personal Training
Reports to	Head Coach
Direct Reports	n/a

Your Purpose...

- To always do your bit towards achieving our **Vision** of being *The World's Most Loved Exercise Brand*; to live and role-model our **Values** of *Insatiable Curiosity, Delightfully Surprising, Heartfelt Service, Red Hot, Smart Disruption and Straight Up*; and to bring to life our **People Promise** of *Be Yourself and Go Together, Work Hard and Dream Big*
- To build a sustainable Personal Training client base by consistently adding to your client base and maintaining your existing client base
- Ensure that through great interactions with our customers, you contribute to customer retention
- Help every client identify, set and achieve their goals
- Deliver an exceptional experience to every client, every time
- Provide a high level of customer service and client care to all clients and customers
- To continually identify and feedback ideas to improve our fitness experience to ensure we continue to delight our customers and remain ahead of the competition

Your Duties & Responsibilities...

- Design safe, progressive, motivational and effective exercise programmes that help clients achieve their goals
- Be aware of the importance of customer satisfaction on club performance, proactively monitor all sources of customer feedback and seek to identify opportunities to improve customer engagement and satisfaction wherever possible
- Be fully involved in the creation of a fun, lively and creative atmosphere for all customers. Take part in activities, programs and events in the Club which are engaging, generate revenue and promote retention
- Understand and follow the procedures used within the personal training department including but not limited to booking, payment and payroll accounting procedures
- Through inductions ensure members get a tailored experience and introduction to the support available and Virgin Active's Innovations.
- Monitor client progress and feedback on ongoing basis and adjust programmes as needed
- Keep files on each client containing Virgin Active's required paperwork

BE YOURSELF *and* **GO TOGETHER**
WORK HARD *and* **DREAM BIG**

- Follow the terms of the ‘Trainer/Client Agreement’ and ensure all clients understand the same
- Create a Personal Training experience that clients will enjoy and keep coming back to again and again
- Develop friendly, professional and sustainable relationships with clients
- Follow up on all leads given to you by your Head Coach in a timely fashion
- Provide services to our clients that play to your qualifications, recognising when to engage another specialist when needed
- Provide advice on nutrition and supplementation that are within the Virgin Active guidelines
- Actively promote the booking of additional personal training sessions and any forthcoming activities and events in a professional and friendly manner whilst maximising all departmental opportunities to ensure targets are met
- Deliver Fast Classes and Group exercise as agreed with your Head Coach and Group Exercise Manager
- Demonstrate and provide instruction on the correct techniques for carrying out exercises with or without equipment as appropriate
- Proactively plan how you will maximise the client experience on the gym floor and motivate clients to achieve their goals
- Recognise customers who need additional motivation or technique correction on the gym floor, adapting your style as appropriate to the circumstances
- Be proud of the environment you work in and ensure all facilities and equipment in the Fitness area are kept clean, safe, well presented

Key Performance Indicators (KPIs) – what success looks like!

- Achieve 19 new client sign ups within your first 12 weeks – in line with our new starter blueprint/journey
- Contributing the success of your club PT budget and margin by ensuring you have a strong and consistent client base

Fit for Virgin Active? What we’re looking for...

We’d like you to have...

- The ability to work within an ambitious company
- Previous gym floor experience of delivering inductions and classes
- Experience delivering fast classes and group exercises classes
- First aid qualification

We’d love you to have....

- A detailed understanding of and passion for the fitness product
- The aptitude to continually look for ways to improve the quality of our services
- To be a challenger of the norm with a desire to make a real difference in the work you do
- A proven track record in delivering safe, progressive, motivational and effective personal training to clients

We can’t live without....

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- A qualification recognised by Register of Exercise Professionals (REPS) at level III
- Strong interpersonal skills
- A passion to help clients and deliver an experience above and beyond our customers' expectations
- High levels of personal motivation and resilience and ability to motivate members to achieve their goals
- Excellent organizational skills
- A flexible approach to work
- A great passion & pride in your own work
- An understanding of how to grow a sustainable Personal Training business

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