JOB PROFILE

What’s the job?

<table>
<thead>
<tr>
<th>Position</th>
<th>National Group Exercise Manager</th>
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<tr>
<td>Dept Team</td>
<td>Active Central</td>
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<tr>
<td>Direct Manager</td>
<td>Bom, Country Manager, Thailand / Rue She, Head of Programming, SEA</td>
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<tr>
<td>Direct Reports</td>
<td>N/A</td>
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A bit of a low down…

What’s the overall purpose of the job?

- To help develop, support and drive a Group Exercise strategy to strengthen and expand the core offering and which is industry leading in SEA
- To pro-actively grow the penetration of members using the Group Exercise program
- To create and drive a strategy for development of internal and external Group Exercise instructors in order to position Virgin Active as the employer of choice in SEA

Little opportunities for making people feel good about Virgin Active are lurking everywhere. Regardless of our official positions, we all work in customer service. Classic Virgin service involves striking a balance between working hard to understand the customer and relaxing enough to express our own personality.

Key Responsibilities

This role focuses on 5 core areas:

1. Operations
2. Service
3. Finance, Admin and Reporting
4. People
5. Other Bits and Pieces

How we’ll know you’ve got what it takes…

<table>
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<tr>
<th>Experience</th>
<th>Skills</th>
<th>Qualification</th>
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<tbody>
<tr>
<td>Minimum 5 years of previous (and recent) experience in Group Exercise instruction and managing national / regional level or multiple group exercise programs</td>
<td>Diligent and motivated self-starter. People and program management skills: personable and energetic. Strong skills in: leadership, communication, organization, time management, movement, musical interpretation, motivation, and teaching. Competent computer skills including Microsoft Outlook, Word and Excel. Works effectively in a rapidly changing environment where strong planning and follow-up skills are required</td>
<td>Educated to degree level or equivalent level of vocational qualification and experience in fitness or business management. Current nationally recognised Group Exercise certification. Must hold certifications in multiple Group Exercise disciplines. Current First Aid certification desirable.</td>
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<td>Previous experience of Group Exercise strategy development</td>
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<td>Demonstrate skill in managing relationships with strategic partners</td>
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<td>Previous experience of creation and implementation of new class concepts</td>
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<td>Knowledge and experience of global trends in Group Exercise.</td>
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<td>Previous financial experience of managing group exercise programs across multiple sites</td>
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Behaviour/Motivation

- Teamwork and Cooperation
- Integrity
- Relationship Building
- Flexibility
- Being Proactive
- Team Leadership
<table>
<thead>
<tr>
<th>Key Responsibilities</th>
<th>Activities</th>
<th>KPI's</th>
</tr>
</thead>
</table>
| Operations           | - Develop and drive a Group Exercise strategy to strengthen and expand the core offering and which is industry leading in SEA  
- Pro-actively grow the penetration of members using the Group Exercise program  
- Support to Head Of Programming, SEA on Research, propose, develop and implement new innovations to the business to continually improve the product and position Virgin Active as the leaders in Group Exercise in SEA  
- Manage relationships with key strategic Group Exercise and Virgin Active nominated partners.  
- Act as the PR liaison and ambassador for Group Exercise within Virgin Active  
- Ensure the systems involved in managing the Group Exercise program create smooth day to day operations in club and maximise opportunity to grow the program.  
- Provide and direct efficiency in all Group Exercise club operations and booking systems.  
- Create and drive a strategy for development of internal and external Group Exercise instructors in order to position Virgin Active as the employer of choice in SEA  
- Develop, and deliver, internal training to ensure the continual progression and development of Group Exercise Managers and instructors  
- Ensure supporting optimal class programming across all SEA Virgin Active sites.  
- Develop Virgin Active’s Group Exercise brand positioning and marketing strategy in conjunction with the brand and marketing team  
- Provide clear, and visible, reporting on the performance of all elements of the Group Exercise program. |
| Service              | - Play a key part in contributing to the provision of 5 star service to club members and staff across the business, by leading a strategy that promotes communication, best practice and standards.  
- To provide “forensic” understanding of customer insight using member feedback channels and provide consequent action  
- To support on directing and controlling Group Exercise studio brand standards and design. |
| Finance, Admin and Reporting | - To create, and direct, Group Exercise in house and freelance budgets and oversee cost control  
- Ensure achievement of class attendance and participation targets.  
- Provide detailed tracking of the group exercise program and include in monthly reporting.  
- Produce accurate budgeting as required.  
- Ensure established system procedures are followed and administrative processes are updated as required. |
| People | • Support Group Exercise manager to recruit team by reviewing resumes and participating in treasure hunting process as required.  
• Ensure GEX management team are appropriately trained and fully understand all aspects of club operations.  
• Coach, develop and motivate team to ensure effective achievement of company goals and objectives.  
• Ensure individuals are given every opportunity to maximise their personal and professional development.  
• Focus on succession development and growing pipeline of talent internally. | Team Leadership |
| --- | --- | --- |
| Other Bits and Pieces | • Help to create an environment where all team members are encouraged to both enjoy themselves at work and make a real contribution to the success of the business as a whole.  
• Be fully involved in the creation of a fun, lively and creative atmosphere.  
• Submit any original ideas (no matter how bizarre) to promote fun and support retention of members.  
• Be the finest ambassador of Virgin Active at all times.  
• Demonstrate behaviours in line with Virgin Active’s standard of conduct at all times.  
• Follow the company WH&S policies and ensure necessary duties carried out.  
• Respond to emergency situations and injuries as appropriate.  
• Proactively take the lead on own professional development.  
• Attend essential training to keep required qualifications up to date (training will be provided) and notify manager if any required qualification is due to expire.  
• Ensure relevant emergency procedures are adhered to and participation in regular training as required (e.g. evacuations).  
• Carry out other reasonable duties, participate in special projects and attend meetings as required. | |

To perform this role successfully, you must be able to perform each key responsibility satisfactorily. The requirements listed above are representative of the qualifications, experience, skill and behaviour/motivation required. Reasonable accommodations may be made to enable individuals with disabilities to perform the key responsibilities.

As you can imagine, the above job profile is not all encompassing. Needs and requirements may vary between each location and according to business necessity.

*I have read and understood the responsibilities as outlined in this job profile and I agree to work towards achieving these objectives at all times.*

Full name __________________________
Signature __________________________
Date __________________________