

Our Purpose is to enrich People's lives through Activeness.

Job title:	Personal Trainer
Reporting to:	Personal Training Manager or Fitness & Personal Training Manager
Department:	Personal Training
Hours of work:	Your hours of work will be as per your contract of employment. Flexibility is required to meet the needs of our business. Variable shifts to include evenings and weekends are the norm.

Your mission:

- Design safe, progressive, motivational and effective exercise programmes that help clients achieve their goals.
- Provide a high level of customer service and client care to all clients and Virgin Active members.
- Build a sustainable Personal Training client base by continually adding new clients and maintaining an existing client base.

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Be a Virgin Activist: Our Purpose is to enrich People's lives through Activeness!

- Be the finest ambassador of Virgin Active at all times – personally demonstrate Virgin Activeness in line with the standards set out in "The Guide" and consistently role-model the highest standards of behaviour to other employees.



Brilliant Basics:

Safety

- To ensure Safety is your highest priority
- Ensure that you remain aware of the importance of safety at all times
- Ensure that you complete your Safety training and follow the NOP's and EAP's
- Ensure that you report any issues/concerns immediately

Service

- Acknowledge members at every opportunity
- Take ownership for member questions/concerns and ensure you follow up with members
- Try to exceed members expectations at every opportunity

Standards

- Ensure your department and other areas you walk through are clean and tidy at all times
- Ensure your facilities and kit are working and are well maintained
- Ensure any maintenance issues are reported immediately
- Ensure posters/communications we use with members are on 'Brand' and consistent with our Communication Guidelines

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Your job.....

- Be the finest ambassador of Virgin Active at all times – personally demonstrate Virgin Activeness in line with the standards set out in “The Guide” and consistently role-model the highest standards of behaviour to other employees.
- Be aware of and do your bit towards the company's vision to become the world's most loved health club, ensuring you live the Activeness values day to day and are a true Virgin Activist.
- Understand the Virgin Active brand and service standards programmes. Wear the correct uniform and present yourself professionally in line with these standards at all time.
- Always be punctual, reliable and adhere to the high standards of organisation required by the company. Provide your schedule to the Fitness/Personal Training Manager on a weekly basis at least one month in advance to be managed through the centralised booking procedure.
- Attend and participate in regularly scheduled fitness or other club meetings including 1-2-1's to ensure you are fully up to speed on latest developments within the club / department and able to be the best you can be at work.
- Understand and follow the procedures used within the personal training department including but not limited to booking, payment and payroll accounting procedures.
- Understand and maintain the personal training pricing and packages as defined and set by the company.
- Maintain up to date REPS level III qualification, CPR and First Aid certifications at all times.
- Attend other training courses as required to enable you to carry out your role successfully and to assist with your future career progression.
- Maintain a positive, productive working relationship with all other staff. Help to create an environment where all employees enjoy themselves whilst at work and make a real contribution to the success of the club and business as a whole.
- Be proactive, use your initiative and take ownership of situations, ensuring the Golden Rule ‘treat others as you would like to be treated’ is applied.
- Design safe, progressive and effective exercise programmes that help clients achieve their goals. Including in their programme any recommendations made by their physician or other medical professionals.
- Monitor client progress and feedback on ongoing basis and adjust programmes as needed.
- Keep files on each client containing the following information: Par-Q/health screening, PT Client agreement, any recommendations from physicians/physiotherapists or other allied health care providers, exercise program prescribed, client progress on monthly basis, any client notes. Maintain privacy of client information by keeping these files in a secure area.
- Follow the terms of the ‘Trainer/Client Agreement’ at all times. Ensure that all clients understand the PT policy by reading and signing the ‘Trainer/Client Agreement’ prior to training with you.
- Create a Personal Training experience that members 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 Fitness/Personal Training Manager in a timely fashion.
- Be fully involved in the creation of a fun, lively and creative atmosphere for all members. Take part in activities, programs and events in the Club which are engaging, generate revenue and promote retention.
- Keep abreast of information on all club facilities, programmes, social events, member suggestions in order to ensure you are fully aware of what is going on across the club and can be an important link between members and all other departments.
- Provide a high level of customer service and client care to all clients and Virgin Active members and in particular be courteous, professional and helpful if approached by members whilst training clients.

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- Be aware of the importance of member satisfaction on club performance, proactively monitor all sources of member feedback and seek to identify opportunities to improve member engagement and satisfaction wherever possible.
- Be aware of the importance of member retention and understand your role in influencing members who are considering leaving the club to stay.
- Be actively involved in NPS and proactively seek to drive increases in the club's score wherever possible.
- Be passionate about keeping yourself, other employees, our members, and the club safe at all times by making sure you fully understand and carry out your Health and Safety responsibilities. Let your manager know immediately if an accident does occur, or even if one is narrowly avoided to prevent further incidents happening in future.
- Proactively anticipate potential safety hazards and be prepared to undertake any emergency actions required.
- Be fully aware of all emergency and evacuation procedures and take part in regular training to maintain up to date knowledge of these procedures.
- Demonstrate and provide instruction on the correct techniques for carrying out exercises with or without equipment as appropriate.
- Recognise your limitations in services and techniques. Engage only in professional activities that fall within the boundaries of your credentials and competencies. Refer clients to other professionals for issues that fall beyond the boundaries of your current competencies.
- Do not recommend any specific dietary advice unless you are also a registered dietician. This includes the recommendation of any dietary supplements.
- Do not sell, directly or indirectly, any product or service to clients or members that is not formally endorsed by the company.
- Build a sustainable Personal Training client base by continually adding new clients and maintaining an existing client base.
- 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.
- Ensure that prior to the start of each session, the club has collected all appropriate personal training revenue from the client.
- Be aware of the importance of membership sales and continually aim to maximise all sales opportunities within the club.

All Together Now

Achieving our vision of being the World's Most Loved Health Club can't be achieved without us all pulling together and working as one team. You may therefore be asked at times to carry out other reasonable duties and attend meetings and training courses as needed.

Fit for Virgin Active.....

We'd love you to have.....

- A proven track record in delivering safe, progressive, motivational and effective personal training to clients.

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We can't live without.....

- A qualification recognised by Register of Exercise Professionals (REPS) at level III.
- A detailed understanding of and passion for the fitness product.
- Extremely strong interpersonal abilities and someone who is approachable to members and other employees at all times - it is vital that employees in this role have a genuine interest in wanting to resolve members' queries and deliver an experience above and beyond our customers' expectations.
- Resilience, flexible attitude and responsive to change. This is a rapidly evolving sector and further change in what we do and how we do it is guaranteed.
- High levels of self motivation with excellent administration and organisation skills to drive and maintain an outstanding personal training service to clients.
- Excellent communication skills and able to communicate with and motivate clients from all walks of life to achieve their best.
- Demonstration of the Virgin Activist DNA:
 - Has great passion & pride in their own work
 - Is an accomplished team player who looks after their buddies and contributes well as part of a wider team
- A flexible attitude to working patterns with ability to work evenings, weekends and public holidays as required.

live happily ever active

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VIRGIN ACTIVE HEALTH CLUBS