

Full Job Description

General Manager - London

The Summary & Package

- Market Leading Private Fitness Company
- London Zones 1-4

Qualities we are looking for are:

- Leadership
- Integrity
- Dedication
- Emotional intelligence
- Commercial awareness; and
- Sales ability

Responsibilities Include

- Lead, develop and inspire your team to deliver an amazing customer experience and give the members a sense of belonging
- Strive to continuously improve business performance
- Actively seek to develop capability and knowledge in job role
- Consistently deliver on targets
- Offer regular coaching to help team members grow and develop

Key attributes

- Highly personable and professional with outstanding communication skills
- Hands-on and strategic approach to leadership
- At least 5 years General Manager, Centre Manager, Health Club Manager, Golf Club Manager or Resort Director experience within a sports, leisure, fitness or hospitality business
- Experienced in cultivating a culture of service excellence and drive for results with your teams
- Experienced and has a track record in growing club membership e.g. Fitness, golf, tennis
- An advocate of living an active healthy lifestyle
- Have an unwavering commitment to understand the expectations of your members and having a continuous improvement plan in place to exceed those
- Be a strong leader: be engaging and inspirational, setting a high-level example to those around you, your team and members alike
- Able to navigate P&L figures, have an eye for detail and can take a strategic approach to maximising your club's potential
- Can manage compliance whilst delivering the highest service levels possible during the day to day running of your club

- Have an instinct for being on the gym floor, working with a fully engaged team to deliver excellence, whilst being equally at home sharing best practice with your peers.
- Have a proven track record of success and are eager to bring that winning attitude to the club
- Can engage and influence when needed and can form strategic plans to reinforce your business decisions
- Have a positive approach to team development and continuously look for ways in which to maximise their potential

Reference ID: GMGHOSTJUNE25

General Manager

<https://uk.indeed.com/viewjob?jk=d1b08b8a0c911f35&from=appshareios>

Melissa Ferreira

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General Manager (Fitness Industry)

PROFESSIONAL SUMMARY

General Manager with over five years' experience in busy fitness clubs, currently leading operations at Pure Gym in Sheffield. I've built strong teams, supported membership growth, and worked closely with staff to improve performance and member experience. I enjoy being present on the gym floor while also focusing on the commercial side of the business, including sales, retention, and operational standards.

WORK HISTORY

General Manager | Pure Gym – Sheffield (2022- Present)

- Lead and develop a team of 20+ staff members, improving team performance and services standards
- Played a key role in growing membership levels through local marketing and engagement strategies
- Helped strengthen member retention by improving onboarding and engagement strategies
- Responsible for maintaining high operational standards, compliance and health & safety across the club
- Conduct regular performance reviews and support staff development and internal progression
- Contributed to improving the overall commercial performance of the gym.

Assistant Manager | Fitness Club – Sheffield (2019 to 2022)

- Supported the management team in running a high-volume fitness club with a busy member base
- Assisted in delivering membership sales campaigns and retention initiatives
- Managed rotes and supported team organization during peak periods
- Helped improve customer satisfaction and service quality

EDUCATION

Certificate in Higher Education: Business Skills for the Workplace

University of Wales Trinity Saint David Birmingham (2020)

Bachelor's degree in business management

University of Wales Trinity Saint David Birmingham (2025)

CERTIFICATIONS

- IT Certificate (Information Technology)
 - Leadership &. Management Training
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SKILLS

- Leadership & Team Development
 - Sales & Membership growth
 - Business Operations & P&L
 - Customer Experience
 - Strategic Planning
 - Commercial Operations
 - Communication & Relationships Building
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LANGUAGES

- English
 - Portuguese
 - Spanish
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Melissa Ferreira
2 Cartmell Road, S8 1JA
Sheffield

Market Leading Private Fitness Company
London Zones 1-4
06/02/2026

Dear Hiring Manager,

I wish to apply for the role of General Manager, currently being advertised on Indeed. Please find enclosed my CV for your consideration.

As you can see from my attached CV, I have over 5 years' experience in the fitness industry, and I believe the experience I have gained managing busy clubs, leading teams and supporting membership growth during this time makes me the right candidate for the role. during this time make me the right/perfect candidate for the role.

In my current role as a General Manager at Pure Gym, I have been responsible for overseeing daily operations, managing and supporting a team of more than 20 staff members, and ensuring the club runs smoothly while maintaining high standards for members. During this time, I have learned how important strong leadership, clear communication and teamwork are in creating a positive environment and delivering a good member experience. I have also developed skills in staff development, problem solving and supporting the overall performance of the business.

All of this, coupled with my enthusiasm and dedication, *leadership skills, strong communication and the ability to work well with teams*, has helped improve team performance and maintain a high standard within the clubs I have worked in.

I am confident that I can bring this level of success with me to your organisation and help Market Leading Private Fitness Company build upon their reputation as a trusted and successful company within the fitness company. With my previous experience and expertise, I believe my contribution will have a positive impact on both the team and the overall success of the business.

Thank you for taking the time to review my application. I look forward to hearing from you and discussing this opportunity further.

Yours sincerely/Yours faithfully,

Melissa Ferreira