

Dear Applicant

AQUATICS MANAGER – (THURROCK, ESSEX)
MINIMUM OF 37 HOURS PER WEEK

Thank you for expressing an interest in the above vacancy.

Please find attached a Job Profile and Person Specification for the role. **You are advised to read our [Important Applicant Guidance resources prior to completing your application form](#).** These resources are designed to support you in submitting a successful application form and to ensure you provide us with the information we need to assess your suitability for the role. Remember, your completed application is the only information we have about you and is what we will base the first stage of our selection procedure upon, so please complete all sections with a well-planned and positive approach. You may (if you wish) submit your CV to supplement your completed application.

SUPPORTING INFORMATION SECTION – VERY IMPORTANT

In this section of your application, you should **ONLY** address the criteria assessed at Application Stage (A) on the Person Specification, some of which are of high importance. Please provide clear **information, examples and evidence** to demonstrate these criteria. **Shortlisting will depend on how well you demonstrate your ability to meet the criteria assessed at Application Stage (A).** If you do not complete this section fully and/or only submit your CV, your application may not be successful at shortlisting.

Due to the requirements of the Home Office Right to Work checks, if you are short-listed and invited to attend a further competitive selection process, you must be able to produce **original** document/s from the **["Right to Work Checklist"](#)** from either List A or List B Group 1 & 2, to demonstrate legal entitlement to work in the United Kingdom.

Please submit your completed application form as soon as possible, but in any event no later than **Sunday 12th April 2026**. **Please note**, that vacancies may be closed earlier than the published closing date if we get a high volume of applications. We therefore advise that you complete your application at your earliest opportunity to avoid disappointment.

If you are shortlisted for an interview, you will be contacted after the closing date. Interviews will be held in the week commencing 20th April 2026. If you have not heard from us within one month of the closing date, please assume that you have been unsuccessful. In the interest of economy, we do not acknowledge receipt of applications.

Wishing you every success in your application and thank you for the interest you have shown in our organisation.

A handwritten signature in black ink, appearing to read "Lorna Mapson".

Lorna Mapson
Human Resources Manager
recruitment@impulseleisure.co.uk
Impulse Leisure – Head Office



JOB PROFILE

JOB TITLE:	Aquatics Manager
SALARY:	£33,672 to £37,289 per annum
CONTRACT TYPE:	Full Time - Permanent.
HOURS:	As required by operational needs of the business, with a minimum of 37 hours per week (excluding breaks).
LOCATION:	Impulse Leisure's Facilities (Thurrock, Essex – Blackshots, Corringham and Belhus Park Leisure Centres).
RESPONSIBLE TO:	Chief Operating Officer
RESPONSIBLE FOR:	Leading the strategic development, marketing, and sales growth of aquatics programmes and brand initiatives. This role combines brand management, programme development, and commercial sales accountability, ensuring high-quality delivery of swimming tuition, events, and partnerships while driving revenue and market share.
LIAISON WITH:	Staff, management, customers, external groups, Thurrock residents, stakeholders and trusted organisations

PURPOSE OF JOB:

1. Drive sales of swim programmes, memberships, and events; secure partnerships and sponsorships; manage lead generation and conversion.
2. Develop and execute aquatics brand strategy; deliver integrated campaigns across digital, social, and offline channels to boost awareness and participation.
3. Oversee Swim School and school swimming programmes; ensure lesson plans meet ASA/NPTS standards; monitor teaching quality and compliance.
4. Build relationships with clubs, schools, governing bodies, and leisure operators; develop outreach initiatives to grow participation and revenue.
5. Set income targets; track KPIs for sales, retention, and brand engagement; produce regular reports and insights for continuous improvement.
6. Ensure instructor qualifications and CPD compliance; deliver approved training; maintain safeguarding and health & safety standards.
7. Plan and execute sponsorships, competitions, and community swim events; deliver brand experiences that drive engagement and measurable ROI.

KEY CORPORATE RESPONSIBILITIES

1. Due to the nature of activities undertaken (i.e. regulated activity with children), this post is exempt under the Rehabilitation of Offenders Act. Any provisional offer of employment made will be subject to receipt of a satisfactory enhanced Disclosure and Barring Service (DBS) Certificate, to include an annually renewed DBS Update Service subscription for the purposes of ongoing satisfactory status checks throughout employment, in accordance with Company Policies.

2. To fully comply with and ensure, in conjunction with centre management, compliance with all legislation including the Management of Health & Safety at Work Regulations 1999, Impulse Leisure's Health and Safety Policy and all locally agreed safe methods of work, in accordance with the individual Sites' normal and emergency action plans etc.
3. To maintain awareness of policies and practices within Impulse Leisure, and be aware of safeguarding matters regarding children, young people and vulnerable groups. We expect all our employees to report any concerns or allegations in accordance with our corporate policy and reporting procedures.
4. To promote and maintain an awareness of and proactive commitment to energy reduction, carbon and environmental management.
5. To wear with pride the correct staff uniform, with a name badge at all times, in order to set a good example to all staff and to present a professional image to the public.
6. To comply with and ensure, in conjunction with centre management, compliance with Impulse Leisure's Customer Care Policy.
7. To actively ensure, in conjunction with centre management, promotion of Equal Opportunities and Diversity and observe the standard of conduct in relation to both employment and service delivery.
8. To undertake additional training/qualifications, as and when required, in order to comply with current and future company initiatives and/or governing body guidance and best practice.
9. Personal commitment to continuing professional development (CPD) and to key areas of development for the Company, that will contribute to your learning and widen your experience within the leisure industry i.e. active membership of CIMSPA and maintaining an annual membership fee is an express term of your continued employment with Impulse Leisure.
10. To speak positively and enthusiastically about the Company and its services to ensure that a professional company and brand image is provided at all times to customers and colleagues.
11. Adhere to Company protocol as laid out in the Employee Handbook, and subsequent changes/additions that may be issued from time to time.
12. At the discretion of the Centre Manager/ Senior Managers, any other activities as may from time to time be agreed consistent with the nature of the job described above.
13. Where necessary and required, to work together with other departments within the organisation to identify any process improvements and improve standards and efficiency.
14. To work at any Impulse Leisure's centres consistent with the nature of the post.

KEY ROLE SPECIFIC RESPONSIBILITIES

Sales & Revenue Growth

1. Develop and execute a sales and retention strategy for aquatics programmes, memberships, and related products.
2. Identify and convert new business opportunities (schools, clubs, leisure operators, corporate wellness programmes).
3. Negotiate sponsorships, partnerships, and bulk booking agreements.
4. Drive upselling and cross-selling initiatives (e.g., swim gear, advanced lessons, event participation).
5. Monitor sales pipeline and maintain CRM records, report on conversion rates and revenue performance.

Brand Strategy & Marketing

1. Create and implement Aquatics Brand Strategy aligned with commercial objectives.
2. Deliver integrated campaigns to promote swim programmes, events, and retail products.
3. To take a lead role with support from the Marketing Team to manage digital marketing (social, email, paid ads) to generate leads and sales.
4. Build partnerships with governing bodies (STA/Swim England), federations, and community organisations.

Programme Development & Operations

1. Oversee Swim School and school swimming programmes; ensure lesson plans meet ASA/NPTS standards.
2. Optimise pool timetables, programmes and product mix for maximum revenue and participation.
3. Monitor teaching quality and provide cover and support to onsite teams when required.

Community Engagement & Partnerships

1. Act as main liaison with governing bodies, swim clubs, schools, suppliers, and community partners.
2. Develop outreach initiatives to increase participation and generate leads.
3. Working with our Health & Fitness Team to support local health schemes within the listed partnerships, ensuring aquatics is aligned with wider health and wellbeing initiatives across the area.

Financial & Performance Management

1. Set and monitor income targets; produce regular sales and performance reports.
2. Analyse enrolment data and customer feedback to inform programme improvements.
3. Drive retention strategies for Swimming Pool and Swim School participants.

Training & Quality Assurance

1. Assist the training department to ensure all instructors maintain mandatory qualifications (NRASTC, CPD).
2. Assist in the scheduling of approved training courses and maintain quality management systems.
3. To take a lead role and support the Site Management team with mentoring, performance management, and leading the Swim Co-Ordinator's / Swim Teachers.

Events & Experiential Marketing

1. Plan and activate sponsorships, competitions, and community swim events.
2. Deliver brand experiences that promote trial and engagement, measure ROI.

General

1. To input, maintain, monitor and keep secure confidential personal and medical information regarding clients in accordance with the General Data Protection Act and Data Protection Act (DPA). This includes manual and computerised systems.
2. To ensure compliance with moral and ethical standards of conduct and confidentiality in line with statutory legislation.

3. To support and assist the site teams with human resources management as and when necessary.
4. To attend and participate in appropriate internal and external team meetings/briefings, and share relevant company information about progress, results, etc...
5. To comply with quality management system procedures within all the leisure centres and any outreach venues.
6. To actively promote the current membership promotions and sales for Impulse Leisure as far as is reasonably possible within the post holder's control.

The post holder **will** be required to work at any of the Company's facilities as required and will be required to stand in for staff on annual leave, training courses, etc., or at short notice in the event of, for example, illness. To obtain maximum efficiency the post holder will be involved in a rota of hours, which can vary according to the programme.

The normal working hours inevitably contain an unsociable element that involves evenings, weekends and Bank Holidays worked on a rota basis and subject to regular reviews in order to improve efficiency and address the total demands of the service. The salary of the post has been determined as complete recompense for the above working arrangements.

Note: *This document does not constitute an exhaustive list of all duties relating to the post, but indicates the main areas of activity. From time to time it may be necessary to vary the duties, in consultation with the postholder, to take account of changing operational requirements, the introduction of different working methods, etc..*

In the course of your duties you may have knowledge of, or access to information that is confidential. It is essential that such information is safeguarded in accordance with the General Data Protection Regulation 2018 it should not be published or divulged other than to authorised personnel, or used for any unofficial purposes. In cases of doubt about what is confidential or who is authorised, your manager must be consulted.

PERSON SPECIFICATION

JOB TITLE: Aquatics Manager

INFORMATION FOR APPLICANTS:

The person specification provides an outline of the experience, skills and abilities we expect the successful candidate to possess. You should match your own skills, experience, and abilities to those listed below. **You must tell us in what way you meet the criteria asked for; a sentence or two of explanation with examples will help us to assess your application.**

Applicants with a declared disability will be guaranteed an interview where they score at least 2 (out of a 0-3 scale) on each of the criteria weighted with High Importance, i.e. score of 2 multiplied by the criteria weighted 3 = 6.

Key: A – Application; C – Certificates; I – Interview; PA – Practical Assessment

***Weighting Scale:** 3 – High Importance 2 – Medium Importance 1 – Low Importance

CATEGORY	CRITERIA	WEIGHTING (*SEE ABOVE)	HOW ASSESSED (SEE 'KEY' ABOVE)
<u>Skills, Abilities and Knowledge</u>	1. Ability to develop and implement brand and sales strategies under pressure to maintain business continuity and growth	3	A, I
	2. Strong verbal communication skills for meetings, presentations, and customer negotiations	3	I
	3. Clear, concise written communication for reports, proposals, and marketing content	3	A
	4. Ability to interpret and present complex data (sales reports, KPIs) to teams	3	PA
	5. Ability to lead, motivate, and shape a team while working independently	3	I
	6. Excellent customer service and relationship-building skills	3	A, I
	7. Proficiency in Microsoft Office and CRM systems for reporting and sales tracking	3	PA
	8. Ability to mentor and coach staff for performance improvement	3	A, I
	9. Strong time management and organisational skills to meet deadlines	3	PA
<u>Special Knowledge</u>	1. Understanding of Health & Safety in pool environments	3	I
	2. Knowledge of sales techniques and revenue generation strategies	3	I
	3. Understanding of marketing principles and digital channels	2	I
	4. Knowledge of ASA frameworks and aquatic programme standards	2	I
	5. Understanding of Quality Management Systems (e.g., Quest, SwimMark)	2	I
<u>Experience</u>	1. Minimum 2 years in aquatics or sports marketing with proven sales experience	3	A
	2. Experience managing budgets and achieving revenue targets	3	A,I
	3. Experience in partnership development and sponsorship negotiation	2	A,I
	4. Experience in programme planning and operational delivery	2	A

	5. Experience using booking systems and CRM tools	2	A
<u>Education/ Qualifications</u>	1. Current valid and nationally recognised swim instructor qualification, e.g. Swim England, STA Level 2 Certificate qualification (or equivalent)	2	A, C
	2. Level 3 Swim England Aquatics Co-Ordinator qualification (or ability to obtain within 6 months)	2	A, C
	3. NRASTC or equivalent lifesaving qualification (or ability to obtain within 6 months)	2	A, C
	4. CIM or equivalent marketing qualification (desirable)	2	A, C
<u>Other</u>	1. Flexibility with hours, tasks, and location	3	A
	2. Willingness to undertake additional training	3	A
	3. Current driving licence and own transport	3	A

IMPULSE LEISURE
APPLICANT PRIVACY NOTICE (JANUARY-2024)
IN COMPLIANCE WITH
GENERAL DATA PROTECTION REGULATIONS (GDPR)

As part of any recruitment process, Thurrock Community Leisure (Impulse Leisure) collects and processes personal data relating to job applicants. Impulse Leisure is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

WHAT INFORMATION DOES IMPULSE LEISURE COLLECT?

Impulse Leisure collects a range of information about you, including:-

- your name, address and contact details, including email address and telephone number
- details of your qualifications, skills, experience and employment history
- information about your current level of remuneration, including (where applicable) benefit entitlements
- whether or not you have a disability for which Impulse Leisure needs to consider reasonable adjustments during the recruitment process, and
- information about your legal entitlement to work in the UK.

Impulse Leisure may collect this information in a variety of ways. For example, data might be contained in application forms, CVs and/or from recruitment agencies, obtained from your passport or other identity documents, or collected through interviews and/or other forms of assessments.

Impulse Leisure may also collect personal data about you from third parties, such as references we will request from former employers and/or education establishments (schools, colleges, universities), information from employment background check providers (where relevant) and information from criminal records checks (Disclosure and Barring Service). Impulse Leisure will seek information from third parties only once a conditional job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record (through the Applicant Tracking System (ATS)), in HR systems and on other IT systems (including email).

WHY DOES IMPULSE LEISURE PROCESS PERSONAL DATA?

Impulse Leisure needs to process data to take steps at your request prior to entering into a contract with you. It may also need to process your data to enter into a contract with you. In some cases, Impulse Leisure needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check an applicant's eligibility to work in the UK before employment starts.

Impulse Leisure has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows Impulse Leisure to manage the recruitment process, assess and confirm a candidate's

suitability for employment and decide to whom to offer a job. Impulse Leisure may also need to process data from job applicants to respond to and defend against litigation.

Impulse Leisure may process special categories of data, such as information about ethnic origin, sexual orientation or religion or belief, to monitor recruitment statistics. It may also collect information about whether or not applicants are disabled to make reasonable adjustments for candidates who have a disability. Impulse Leisure processes such information to carry out its obligations and exercise specific rights in relation to employment.

For some roles, Impulse Leisure is obliged to seek information about criminal convictions and offences. Where Impulse Leisure seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

Impulse Leisure will not use your data for any purpose other than for the recruitment exercise for which you have applied.

WHO HAS ACCESS TO DATA?

Your information may be shared internally for the purposes of the recruitment exercise. This includes members of the HR and recruitment teams, interviewers (i.e. panel members) involved in the recruitment process, managers in the business area for which you may be considered and IT staff if access to the data is necessary for the performance of their roles.

Impulse Leisure will not share your data with third parties, unless your application for employment is successful and it makes you a conditional offer/offer of employment. Impulse Leisure will then share your data with former employers to obtain references for you, employment background check providers (if required) to obtain necessary background checks and if required, the Disclosure and Barring Service (which will require your express consent) to obtain necessary criminal records checks.

Impulse Leisure will not transfer your data outside the United Kingdom.

HOW DOES IMPULSE LEISURE PROTECT DATA?

Impulse Leisure takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties. Impulse Leisure employees involved in recruitment processes have been trained in data protection.

FOR HOW LONG DOES IMPULSE LEISURE KEEP DATA?

If your application for employment is unsuccessful, Impulse Leisure will hold your data for 6 (six) months after the end of the relevant recruitment process. At the end of that period, your data is deleted and/or securely destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained throughout your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

YOUR RIGHTS

As a data subject, you have a number of rights. You can:-

- access and obtain a copy of your data on request
- require Impulse Leisure to change incorrect or incomplete data
- require Impulse Leisure to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing, and
- object to the processing of your data where Impulse Leisure is relying on its legitimate interests as the legal ground for processing.

If you would like to exercise any of these rights, please contact the person responsible for data protection, details at the end of this document.

If you believe Impulse Leisure has not complied with your data protection rights, you can complain to the Information Commissioner. However, in the first instance please contact Impulse Leisure so that your concerns can be investigated in the first instance.

WHAT IF YOU DO NOT PROVIDE PERSONAL DATA?

You are under no statutory or contractual obligation to provide data to Impulse Leisure during the recruitment process. However, if you do not provide the information, Impulse Leisure is unlikely to be able to process your application properly or at all.

AUTOMATED DECISION-MAKING

Recruitment processes are not based solely on automated decision-making. However, Impulse Leisure's application tracking system (ATS) will request candidates to respond to the following:-

- 'if they are legally entitled to work in the UK'. If a candidate ticks 'no'; then they will not be able to complete the rest of the application process, and
- 'if they hold a valid National Pool Lifeguard Qualification (NPLQ)'. If a candidate ticks 'no'; then they will not be able to complete the rest of the application process.

Candidates who respond yes to proceed with the application, but are subsequently then unable to provide the correct right to work original documentation and/or who do not have a valid NPLQ will not proceed further in the recruitment process.

Any concerns relating to this question, should be directed to Lorna Mapson, Group Human Resources Manager – recruitment@impulseleisure.co.uk

CONTACT DETAILS OF PERSON RESPONSIBLE FOR DATA PROTECTION

dataprotectionofficer@impulseleisure.co.uk

Head Office, Blackshots Leisure Centre, Blackshots Lane, Grays, Essex, RM16 2JU