November 2026

Dear Applicant

CLUB MANAGER – THE GYM HUB (WICKFORD, ESSEX)

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 new 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.

The Company will hold your personal data on file (including electronically) as is necessary for the purposes of considering your application for employment with Impulse Leisure. The Company will only use your information for our legitimate business interests to consider your application. It will retain your information for a period of 6-months after the recruitment process has concluded, or longer subject only to appointment. For more information, please refer to the Candidate Privacy Notice which is included in this paperwork.

Please submit your completed application form as soon as possible – a selection process will take place fortnightly until **Sunday 10th December 2026 -** we will not consider late applications.

If you are shortlisted for an interview, you will be contacted after the closing date. 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 Company.

Yours sincerely



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

JOB PROFILE

JOB TITLE: Club Sales & Operations Manager

SALARY: £33,672.07 - £37,289.18 per annum, plus non-contractual commission (OTE circa £47,289 per annum – non contractual)

HOURS: As required by operational needs of the business, with a minimum of 37 hours per week.

LOCATION: Wickford, Essex
(Relocation package may be considered)

RESPONSIBLE TO: Chief Operations Officer

RESPONSIBLE FOR: The Club Sales & Operations Manager plays a vital role in ensuring the club is commercially successful, operationally excellent, and fully aligned to our charitable purpose.

LIAISON WITH: All staff, head office, senior managers, all sectors of the community, business communities and all sites and departments.

JOB PURPOSE:

1. The Club Sales & Operations Manager leads the club's sales performance, day to day operations, compliance, and customer experience.
2. The role is responsible for driving membership growth, ensuring operational standards, and delivering a safe, inclusive, community focused environment.
3. This is a hands-on, people focused position requiring strong leadership, sales expertise, and operational management capability.
4. You will be required to plan, co-ordinate and implement planned and reactive marketing strategies to drive both new business and brand awareness.
5. You will lead and develop staff, in order that a continuum of personal and professional development maximises progression opportunities in line with the Company's equal opportunities policy.
6. The role requires you to prepare accurate reports and necessary supporting commentary, ensuring achievement against all Key Performance Indicator's (KPI's).

KEY CORPORATE RESPONSIBILITIES

1. To fully comply with and ensure all employees under his/her supervision comply 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 centres' normal and emergency action plans etc.
2. To promote and maintain an awareness of and proactive commitment to energy reduction, carbon and environmental management.

3. To comply with the uniform policy, wearing an Impulse Leisure name badge at all times, in order to set a good example to all staff and to present a professional image to the public.
4. To comply with and ensure all employees under his/her supervision comply with Impulse Leisure's Customer Care Policy.
5. To actively promote and ensure all employees under his/her supervision actively promote Equal Opportunities and Diversity and observe the standard of conduct in relation to both employment and service delivery.
6. 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.
7. 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.
8. Adhere to company protocol as laid out in the Employee Handbook and subsequent changes/additions that may be issued from time to time.
9. At the discretion of the Senior Managers, any other activities as may from time to time be agreed consistent with the nature of the job described above.
10. Where necessary and required, to work together with other departments within the organisation to identify any process improvements and improve standards and efficiency.

Main Activities:-

Team Leadership & Development

1. Line-manage the operational management and cleaning team.
2. Recruit, train, coach, and motivate staff to deliver excellent service and operational quality.
3. Hold regular 1:1s, performance reviews, and team briefings.
4. Lead by example in professionalism, customer service, and charity aligned values.
5. Support staff wellbeing and ongoing development.
6. Manage staff performance, dealing appropriately with good and bad performers with advice from the Chief Operating Officer and HR Manager.
7. Motivate and drive the team to deliver the company and site KPI's set in annual and business plans.

Sales Leadership & Revenue Management

1. Achieve monthly membership sales, revenue, and retention targets.
2. Oversee lead generation, outreach, club tours, and conversion activity.
3. Drive secondary revenue streams including inductions, programmes, merchandise, and charity-linked initiatives.
4. Analyse daily, weekly, and monthly KPIs; produce reports for senior management.
5. Ensure the club delivers consistently high standards in customer acquisition and onboarding.
6. Support budgeting, forecasting, and financial reporting.
7. Manage financial reconciliation, and CRM accuracy.
8. Ensure cost-effective operational delivery in alignment with charity governance.
9. Monitor stock control and supplier ordering.

Operations Management

1. Oversee the day-to-day running of the club, ensuring a clean, safe, fully functioning environment.
2. Manage staffing rotas, workflows, and shift operations.
3. Ensure equipment checks, maintenance processes, cleaning standards, and opening/closing procedures are followed.
4. Maintain GDPR compliance, safeguarding protocols, and health & safety standards.
5. Complete operational audits and ensure the club meets Quest (Industry Quality Accreditation) and company compliance requirements.
6. To implement, operate and review an annual business plan to meet the agreed KPI's, with the ambition to overachieve each of them.
7. To operate the general planning, development, programming, and production of the facility in line with the marketing and business plans.

Membership Experience and Retention

1. Create a welcoming, inclusive atmosphere for all members.
2. Ensure first class customer service across the club.
3. Support and deliver community-based programmes, concession schemes, and charitable initiatives.
4. Manage escalated member issues and complaints to positive resolution.
5. To take a lead role in developing member engagement events and retention strategies with our Marketing Team.

General

1. Lead local outreach to promote the club's charitable mission and inclusive membership offers.
2. Represent the club at community events and develop partnerships that increase participation.
3. Personal planning of the day's activities to effectively organise your own work and that of the site team, including prioritising and re-prioritising throughout the day if required.
4. To assist the Chief Operating Officer by undertaking corporate responsibilities/tasks.
5. To endorse the Company identity by operating and maintaining a high-quality site that reflects the corporate image.
6. To drive and deliver a strong Brand identity that reflects the Brand vision.

The post holder **may** be required to work at any of the Company's facilities as required and may be required to stand in for staff on annual leave, training courses, etc., or at short notice in the event of, for example, illness.

The normal working hours inevitably contain an unsociable element that may involves evenings, weekends and Bank Holidays that will be required to be worked so as to see/speak to all members of staff on site, 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.

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 Data Protection Act 1998; 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.

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 post holder, to take account of changing operational requirements, the introduction of different working methods, etc…

PERSON SPECIFICATION

JOB TITLE: Club Sales & Operations Manager (The Gym Hub)

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)
Qualifications & Experience	**1.** Recognised Management qualification or degree, e.g., CIM or equivalent.	2	A, C
	2. Proven track record of successful financial achievement.	3	A
	3. Experience of working in a fitness membership sales environment	2	A
	4. Extensive working knowledge of health, safety and welfare at work legislation and supporting regulations, together with a record of successfully managing health and safety in a customer led environment.	2	A
	5. Previous experience of working within the Budget Club industry.	1	A,I
	6. Current First Aid at Work Certificate, or ability to obtain the qualification within 6 months of employment.	1	A, C
	7. Current AED/Defibrillator Certificate, or ability to obtain the qualification within 6 months of employment	1	A, C
	8. CIMSPA Health & Safety Management Certificate or equivalent, or ability to obtain qualification within 6 months of employment	1	A, C
	9. REPS accredited Level 3 or above Fitness Qualification or the ability to obtain the qualification within first 6 months of employment	1	A, C
	10. Active membership of CIMSPA as an individual or the ability to obtain and maintain membership	1	A, C
Knowledge, Skills & Abilities	***Management & Leadership***		
	1. Strategic sales and business planning skills, including the ability to analyse and forward plan, across various departments.	3	A, I
	2. The ability to lead and motivate a workforce to achieve a performance culture of high standards of customer service and quality.	3	A, I, PA
	3. An ability to manage staff within an employment law context	2	I
	Financial Management		
	1. Financial management skills, including budget preparation, monitoring and effective financial control.	3	A, I
	2. The ability to create opportunities for developing growth in the business.	3	I
	3. To be able to create strategic marketing campaigns that drive sales.	3	PA

	Interpersonal Skills		
	1. Able to be influential and persuasive with staff at all levels, customers and community contacts.	3	I
	2. Excellent communication skills that are adaptable to the specific audience, e.g. able to communicate clearly and effectively through reports, presentations, meetings and one-to-one conversations.	3	I, PA
	3. Able to present complex issues in a clear and accessible form.	3	PA
	4. Proactive, logical problem-solving skills.	3	I, PA
	Special Knowledge		
	1. Knowledge of Gladstone reception and Membership systems	2	A
	2. Knowledge and experience of managing customer sales and retention processes	3	A, I
	Other Knowledge, Skills & Abilities		
	I. Competent Computer skills e.g. Word, Excel, PowerPoint or equivalent, for use in report writing, presentations, budget management etc	3	A, PA
	2. Ability to develop, write and implement effective management systems that provide business protection and continuous improvement	3	I
	3. Holds a valid UK driving licence and use of own transport for work travel purposes*	3	A
	4. To work at (and travel to) any of the Group's sites, consistent with the nature of the role.	3	I
	5. Awareness of, and commitment to delivering equal opportunities and diversity best practice.	3	I
Personal Attributes	**1.** You must lead from the front and demonstrate a clear hands on, can do approach with the flexibility to meet the demands of the business.	3	I, PA
	2. Enthusiastic, committed and able to respond to the needs of the business; highly self-motivated, demonstrating flexibility and positive response to change.	3	A, PA
	3. Excellent time management with the ability to meet schedules, deadlines and targets, working well under pressure, and co-ordinate, manage and prioritise multiple projects/issues at the same time.	3	A
	4. Must positively participate in any company initiative and / or undertake any training deemed essential by the company.	3	A

**Although mileage will be paid at the current rate applicable for all mileage solely incurred for business use, i.e. currently the rate determined by the HMRC, the salary for this position is in full recompense for all business associated vehicle insurance, which is the sole responsibility, at all times, of the successful post holder.*

CLUB SALES AND OPERATIONS MANAGER QUALIFICATION INFORMATION

Important Information

Club Sales and Operations Manager within The Gym Hub (Impulse Leisure) are required to hold a First Aid at Work Certificate (FAW), CIMSPA Health & Safety Management Certificate (or equivalent) and a AED/ Defibrillator Certificate. If the successful candidate does not already hold some, or all of these qualifications, the necessary training will be provided at the Company's cost*, and the individual will be expected to pass the qualifications, within 6-months of their commencement, as a condition of continued employment. There is a responsibility on the individual to commit to undertaking the necessary training required. ***Subject to signing a training contract.**

First Aid at Work Certificate (HSE Approved Course)

Course Prerequisites: None. Length of course: 3 days.

Course content:
This course covers the practical skills needed by a nominated first aider in the modern workplace. The course will give you the confidence and knowledge to deal with first aid emergencies.

The course covers a number of areas including:

Managing incidents	Resuscitation
Treatment for shock	Heart attack
Dressings	Burns and Scalds
Eye irrigation	Miscellaneous injuries
Priorities of first aid	Communication
Delegation in emergencies	Control of bleeding
Unconsciousness	Fractures
First aid boxes	Illness recognition
Poisoning	Record keeping

Assessment method: Multiple-choice examinations and practical assessments

CIMSPA Health & Safety Management Certificate

Course Prerequisites: None. Length of course: 3/4 days.

Course content:

Introduction to Health and Safety at work	Electrical safety
Health and safety legal requirements	Workplace welfare
Management of Health and Safety regulations	Manual handling and basic ergonomics
Risk assessments	Management systems
Hazard identification	Violence at work
Risk level quantification	Enforcement issues
Implementing control measures	Accident philosophy
Monitoring and reviewing requirements	Safe use of work equipment
Reactive/active monitoring	Workplace transport
Safe use and storage of hazardous substances	Noise at work
Stress	

Assessment method: Multiple-choice examinations and a Level 3 post course written assignment (where applicable)

RLSS AED/Defibrillator Certificate

Course Prerequisites: National Pool Lifeguard Qualification, First Aid at Work, Emergency First Aid at Work, or Basic Life Support

Length of course: ½ day.

Course content:

Demonstrate effective Basic Life Support (on an adult manikin) and successfully answer the questions on underpinning knowledge
Demonstrate effective adult basic life support and use of an Automated External Defibrillator (AED)

Assessment method: On-going tutor assessment