FITNESS MANAGER

Please submit your CV to mike@buzzgym.co.uk to apply

BUZZ GYM

LOCATION LONDON HARROW **DEPARTMENT** OPERATIONS **REPORTS TO** CLUB MANAGER

ABOUT BUZZ GYM

At Buzz Gym, we're passionate about creating inspiring fitness spaces where members achieve amazing results and our teams thrive. We combine boutique-quality facilities with exceptional value, industry-leading equipment and an unbeatable atmosphere.

Our mission is simple - to help more people enjoy fitness and ***FEEL THE BUZZ*** every time they visit.

ROLE PURPOSE

The Fitness Manager is responsible for leading the fitness operation within the club, creating an engaging environment for members while developing a high-performing team of Personal Trainers and Group Exercise instructors.

Working alongside the Club Manager, you will drive member engagement, support membership growth and retention, maintain exceptional standards throughout the fitness areas and ensure every member receives an outstanding experience.

You will be a visible leader on the gym floor, passionate about fitness, coaching your team to deliver excellent service and helping members achieve their goals.

KEY RESPONSIBILITIES

Team Leadership

- Lead, motivate and develop the club's Personal Trainers and fitness team.
- Recruit, onboard and retain high-quality freelance Personal Trainers.
- Conduct regular one-to-one meetings and coaching sessions.
- Support the ongoing development of the fitness team through training and mentoring.
- Promote a positive, energetic and inclusive culture that reflects Buzz Gym values.

Member Experience

- Deliver an outstanding member experience every day.
- Maintain a visible presence on the gym floor, engaging with members throughout your shift.
- Ensure every new member receives a warm welcome and support on their fitness journey.
- Build strong relationships with members to improve retention and satisfaction.
- Support member feedback and continually improve the fitness experience.

Personal Training Performance

- Grow the club's Personal Training business.
- Support Personal Trainers in building sustainable client bases.
- Coach trainers on lead generation, consultations, member engagement and retention.
- Monitor Personal Trainer performance and encourage collaboration across the team.
- Create opportunities for trainers through club events and member challenges.

Group Exercise

- Manage the club's Group Exercise programme.
- Recruit exceptional instructors who reflect the Buzz brand.
- Ensure class quality remains consistently high.
- Monitor attendance levels and recommend timetable improvements.
- Support launches of new classes and fitness initiatives.

Sales & Membership Growth

- Support the Club Manager in achieving membership targets.
- Generate Personal Training enquiries through member engagement.
- Promote club offers, events and member referral campaigns.
- Work closely with Membership Consultants to maximise conversion opportunities.
- Support corporate fitness events and local partnerships where required.
- Carry out promotional activity, including hand-to-hand flyering, outreach to local shops and businesses, and attending events in the local area.

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Standards & Compliance

- Ensure the gym floor, studios and functional areas remain clean, safe and fully operational.
- Carry out daily walk-rounds and equipment checks.
- Report maintenance issues promptly using company systems.
- Ensure Health & Safety procedures are always followed.
- Support completion of club audits and compliance checks.
- Ensure all fitness qualifications, insurance and documentation remain current.

Community & Events

- Organise member challenges and fitness events.
- Support club open days and promotional activities.
- Build relationships with local businesses and community groups.
- Encourage social media content showcasing the Buzz community.
- Help create an exciting club atmosphere every day.

WHAT SUCCESS LOOKS LIKE

A successful Fitness Manager will:

- Build a thriving Personal Training team.
- Create an energetic and welcoming gym floor.
- Deliver exceptional member experiences.
- Increase Personal Training participation and revenue.
- Maintain outstanding club presentation.
- Deliver engaging fitness events and challenges.
- Develop trainers into successful fitness professionals.
- Support the Club Manager in achieving all club performance targets.
- Create an environment where every member genuinely Feels the Buzz.

WHY JOIN BUZZ GYM?

At Buzz Gym, you'll have the opportunity to shape an exciting fitness community while developing your own career within one of the UK's fastest-growing fitness brands.

We offer:

- Complimentary Buzz Gym membership.
- Ongoing learning and development.
- Career progression opportunities.
- Performance incentives.
- A supportive and energetic team culture.
- The opportunity to inspire thousands of members every year.

If you're passionate about fitness, love developing people and want to help create an incredible member experience, we'd love to hear from you.

CREATING A BUZZ...NOT JUST ANOTHER BORING GYM