



March 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 19th April 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

A handwritten signature in black ink that reads 'Lorna Mapson'. The signature is written in a cursive style and is positioned above a horizontal line.

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 involve 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)
<u>Qualifications & Experience</u>	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
<u>Knowledge, Skills & Abilities</u>	<u>Management & Leadership</u>		
	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
	<u>Financial Management</u>		
	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	

	<p><u>Interpersonal Skills</u></p> <p>1. Able to be influential and persuasive with staff at all levels, customers and community contacts. 3 I</p> <p>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</p> <p>3. Able to present complex issues in a clear and accessible form. 3 PA</p> <p>4. Proactive, logical problem-solving skills. 3 I, PA</p> <p><u>Special Knowledge</u></p> <p>1. Knowledge of Gladstone reception and Membership systems 2 A</p> <p>2. Knowledge and experience of managing customer sales and retention processes 3 A, I</p> <p><u>Other Knowledge, Skills & Abilities</u></p> <p>1. Competent Computer skills e.g. Word, Excel, PowerPoint or equivalent, for use in report writing, presentations, budget management etc 3 A, PA</p> <p>2. Ability to develop, write and implement effective management systems that provide business protection and continuous improvement 3 I</p> <p>3. Holds a valid UK driving licence and use of own transport for work travel purposes* 3 A</p> <p>4. To work at (and travel to) any of the Group's sites, consistent with the nature of the role. 3 I</p> <p>5. Awareness of, and commitment to delivering equal opportunities and diversity best practice. 3 I</p>		
<u>Personal Attributes</u>	<p>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</p> <p>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</p> <p>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</p> <p>4. Must positively participate in any company initiative and / or undertake any training deemed essential by the company. 3 A</p>		

**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

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