



WAKE FOREST  
UNIVERSITY

Campus Recreation Department

**Title:** Fitness Coordinator  
**Department:** Campus Recreation  
**Reports To:** Assistant Director of Campus Fitness  
**FLSA:** Exempt

**Summary:** The Fitness Coordinator, under the supervision of the Assistant Director of Campus Fitness, is responsible for daily management of a comprehensive fitness department that includes Personal Training, Small Group Training, Instructional Programs and day-to-day operations of fitness related areas. The Coordinator will act as direct lead overseeing and managing daily operations of designated fitness spaces which includes program development, fiscal management, and supervision of student and non-student staff. This position will collaborate with Campus Life partners (i.e. Health & exercise Science, Office of Wellbeing, Student Engagement, Diversity & Inclusion, Global Programs & Studies, and Residence Campus Life & Housing) to promote student engagement, lead initiatives with fitness programming and operations, fitness events, instructional programs and foster wellbeing to all members of the campus community. The Coordinator will lead the charge for creating robust offerings that will increase participation and diversification of fitness programs and participants.

**Essential Functions:**

- Develop, implement, maintain and assess fitness operations based on comprehensive programs for student development and needs of WFU campus community.
- Independently manage day to day operations including contacting and pairing clients or special groups with personal trainers and inventory control
- Recruits, hires, trains, supervises, schedules and evaluates student and non-student employees to ensure impeccable customer service and achieve learning outcomes for all participants (i.e. Personal Trainers, Small Group Trainers and specialty Instructors)
- Manage, administer and accountable for all aspects of fee-based programs (personal training, small group training, specialty training).
- Create, implement and oversee curriculum design, offerings and expansion of fitness services. Instruct a nationally accredited personal training certification course for potential personal trainers
- Facilitate introductory orientation program of fitness and equipment in facility for campus community
- Manage informal fitness spaces including the Functional Training Center and Sutton Fitness Center with responsibility of equipment, appearance, preventative repairs and replacement needs as it relates to fitness programs and services
- Manage fitness budget, provide accountability for expenditures, oversee staff (part-time and student employees) wage expenditures staying within allocated budget and staff payroll. Manage program area budgets, equipment planning and capital

purchases

- Responsible to meet or exceed net revenue goals particularly relating to personal trainings, small group training and specialty programs
- Lead and coordinate employee orientations, training, staff development, continued education opportunities for staff, & meetings to include space, equipment usage, customer relations, staff expectations, etc.
- Develop, implement, promote and maintain marketing initiatives around program, specialty events, training, website, program calendars and display boards to include but not limited to social media, flyers, posters, building TV monitors, and other formats
- Develop annual goals with appropriate evaluation and assessment metrics to demonstrate progress
- Conduct regular program assessment to determine satisfaction levels and areas of improvement and learning outcomes. Establish and maintain statistical data on program areas that include participation, program evaluations, sessions offered, demographics, etc.
- Monitor and assist with risk management related to fitness. Work with Campus Recreation to implement fitness safety. Ensure compliance with department and University policies and requirements
- Demonstrate effective communication skills with diverse customers from students, faculty, staff, administrators, trustees and University guests. Foster an environment that is inclusive and welcome of all members of the campus community.
- Work collaboratively with groups such as Health & Exercise Science, Office of Wellbeing, Student Engagement, Diversity & Inclusion, Global Programs & Studies, and Residence Campus Life & Housing to provide and promote healthy and active programs
- Coordinates and/or assists with other special projects as may be assigned by the Assistant Director and/or Executive Director.

**Required Education, Knowledge, Skills, Abilities:**

- Bachelor's degree in a related field of study from accredited institution
- One year of supervisory experience
- 1-3 years of fitness experience preferably in a collegiate or fitness facility; supervising fitness employees, programming and management.
- Certification(s) with one or more of the following accredited professional certification organizations: ACE, AFAA, ACSM, NCSA, SCCC, NASM, CSCS or similar.
- Demonstrated experience developing and delivering fitness programs.
- Experience with and knowledge of personal and small group training as well as group fitness.
- Knowledge of cardio, strength, and fitness equipment.
- CPR, AED, and First Aid or ability to obtain certification within 3 months of employment
- Demonstrated knowledge of risk management, assessment, marketing, and budgeting.
- Ability to communicate and collaborate effectively with diverse stakeholder groups – students, faculty, staff, retirees, parents, etc.
- Excellent communications skills, both oral and written; strong interpersonal skills, with the ability to work effectively with a wide range of constituencies in a diverse

community.

- Ability to solve problems, create and analyze data.
- Ability to work a flexible schedule including evenings and weekends.

**Preferred Education, Knowledge, Skills, Abilities:**

- Master's degree
- Experience on a college campus and/or with college-age clients.
- Experience as a certified personal, small group trainer; group fitness instructor or fitness leader.
- Must feel comfortable/confident overseeing a large student staff.
- Excellence in resourcefulness; showing initiative and confidence; creative self-starter.
- Proficiency in computer skills and relevant software.

**Accountabilities:**

- Responsible for own work. Works both independently and collaboratively.
- Supervises part-time and student employees including personal & small group trainers.
- Responsible for generating revenue streams operating within a set budget.

**Note:**

This position profile identifies the key responsibilities and expectations for performance. It cannot encompass all specific job tasks that an employee may be required to perform. Employees are required to follow any other job-related instructions and perform job-related duties as may be reasonably assigned by his/her supervisor.

*Wake Forest University requires proof of full vaccination with an FDA approved or authorized COVID-19 vaccine for all positions posted on or after September 13, 2021. Wake Forest University requires that you provide satisfactory proof of full vaccination status to Human Resources within three days of your hire date. You must also maintain full COVID-19 vaccination status, as classified by the CDC, during your employment at Wake Forest University.*

*Consistent with federal, state and local law, Wake Forest University will consider accommodations for disability- and religious-based reasons unless providing an accommodation would result in an undue hardship to the University.*

*If you seek an accommodation from the vaccination requirement for disability- or religious-based reasons, you should contact Human Resources.*

*New employees who are hired into positions posted prior to September 13, 2021, offers of employment made to new employees prior to that date, and employees for positions at Graylyn Conference Center are generally exempt from the vaccination requirement unless the employee's position is otherwise subject to a vaccination requirement due to the essential components of the position as described in Policy.*

*In order to provide a safe and productive learning and living community, Wake Forest University conducts background investigations and drug screens for all final staff candidates being considered for employment.*

*Wake Forest seeks to recruit and retain a diverse workforce while promoting an inclusive work environment committed to excellence in the spirit of Pro Humanitate. In adherence with applicable laws and as provided by University policies, the University prohibits discrimination in its employment practices on the basis of race, color, religion, national origin, sex, age, sexual orientation, gender identity and expression, genetic information, disability and veteran status and encourages qualified candidates across all group demographics to apply.*