



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## Fergus Falls Area Family YMCA | Job Description

Position Title: Health and Wellness Director  
Full or Part Time: Full Time  
Reports to: Director of Operations  
Exempt or Non-exempt Status: Exempt  
Revision Date: 5.10.22

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### POSITION SUMMARY:

The Health & Wellness Director will create, implement, manage, and model systems and practices that support extraordinary wellness experiences for our members and guests. An emphasis is on the member/participant and the satisfaction of their overall experience through group exercise, fitness facilities, and wellness programming. Building an innovative department that is cutting edge and ahead of national wellness trends is a priority. The Health and Wellness Director is also charged and expected to seek out opportunities to collaborate and support non-profit community partners.

### ESSENTIAL FUNCTIONS:

#### Program Development

- Develop, implement, and monitor high quality, innovative wellness programs and group exercise offerings that meet the needs of our members, increase participation in healthy lifestyles, and reflect national trends.
- Develop, implement, and monitor innovative personal training program that motivates individuals to lead healthier lifestyles and increases overall participation.
- Assure effective communication of program offerings to the members and community in partnership with marketing.
- Assist in special events.
- Establish and align collaborations with community partners.
- Assure the collection, monitoring, analysis, and reporting of data on the effectiveness of all wellness programs through program evaluations.
- Track, evaluate, and report wellness facility usage/participation in fitness center, group fitness classes, and wellness programs on a monthly basis
- Develop and monitor wellness budget in accordance with the association guidelines and practices.
- Monitor wellness budget on a monthly basis to ensure it meets targets and goals.
- Work within the program software, Daxko, to ensure programs and offerings are current.
- Work with the Finance department for all past due accounts.
- Provide scheduling updates for the Y app.



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- Past and future group fitness certifications obtained are highly desirable.

### **Member Engagement and Satisfaction**

- Build and manage group fitness schedule and team of instructors.
- Equip team, ensuring support and certification, as needed, for relevant classes to be taught.
- Maintain relevant certifications for classes that may require your instruction.
- Have an intentional presence on fitness floor, ensuring high-quality facilities, environment, and relational development with members.
- Monitor and routinely evaluate all wellness and group exercise programming to ensure that we are offering the appropriate classes and programs to maintain membership retention and help grow memberships.
- Create and continually monitor systems that enable staff to successfully respond to the wants, needs, and interests of health seekers.
- Conduct daily walk-through to ensure that daily cleaning and upkeep is done in all wellness areas and develop systems to hold staff accountable for responsibilities.

### **Staff Development**

- Actively recruit, hire, train, mentor, schedule, and supervise all Wellness Center Staff, Group Exercise Instructors, and Personal Trainers. Conduct new employee orientation for Health & Wellness department staff.
- Evaluate all staff on a regular basis.
- Facilitate departmental communication to assure staff has clear information.
- Equip staff with the on-going knowledge, skills, and abilities to engage, support, and involve members/participants.
- Ensure all personnel files are complete and submitted to HR/Finance Director including appropriate certifications.
- Ensure systems are in place to assure all wellness staff and group exercise instructors have appropriate training for their job duties.
- Establish a high-profile recognition plan that celebrates the staff's efforts and ability to engage, connect with, involve, and support members/participants.
- Develop, implement, model, and monitor systems and practices that encourage and sustain relationships with and among members and guests and ensures staff are providing the highest quality customer service.

### **GENERAL YMCA BUSINESS:**

- Participate as a team player.
- Effectively communicate the mission, vision, and values of the YMCA to everyone.
- Comprehensive knowledge of all programs and their functions.
- Be a Y advocate and promote programs and membership to the community at large.
- Participate in Y presentations, tours, and special event projects.
- Ensure a clear line of communication between yourself and all staff.



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- Attend and participate in scheduled staff meetings and trainings. Participate in professional development opportunities, workshops, and conferences as requested by Director of Operations.
- Give leadership to Board Committees and/or other Ad-Hoc committees as needed.
- Ensure program information is tactfully displayed and always available according to Association Best Practices/Minimum Standards.
- Ensure time records of all employees in wellness department are accurate on a bi-weekly basis and in accordance with the requirements of the association.
- Be present (on duty) when peak hours are being utilized by members/participants. Includes evening and weekend coverage.
- Participate in professional development opportunities, workshops, and conferences as requested by Executive Director.
- Attend Forward Fergus Falls Wellness Committee meetings and other community meetings.
- Maintain an active leadership role in Annual Giving Campaign.
- Must follow the policies set forth in the Employee Handbook.
- All other duties as assigned.

#### **YMCA LEADERSHIP COMPETENCIES:**

*Mission Advancement:* Models and teaches the Y's values. Ensures a high level of service with a commitment to changing lives. Provides volunteers with orientation, training, development, and recognition. Cultivates relationships to support fundraising.

*Collaboration:* Champions inclusion activities, strategies, and initiatives. Builds relationships to create small communities. Empathetically listens and communicates for understanding when negotiating and dealing with conflict. Effectively tailors communications to the appropriate audience. Provides staff with feedback, coaching, guidance, and support. Works effectively with people of different backgrounds, abilities, opinions, and perceptions.

*Operational Effectiveness:* Provides others with frameworks for making decisions. Conducts prototypes to support the launching of programs and activities. Develops plans and manages best practices through engagement of team. Holds staff accountable for high-quality results using a formal process to measure progress. Makes sound judgments, and transfers learning from one situation to another. Establishes goals, clarifies tasks, plans work and actively participates in meetings. Follows budgeting policies and procedures, and reports all financial irregularities immediately. Strives to meet or exceed goals and deliver a high-value experience for members.

*Personal Growth:* Shares new insights. Facilitates change; models adaptability and an awareness of the impact of change. Utilizes non-threatening methods to address sensitive issues and inappropriate behavior or performance. Pursues self-development that enhances job performance. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.



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**QUALIFICATIONS AND REQUIREMENTS:**

- Certifications required within 30 days of hire: CPR/AED and First Aid.
- Minimum two years of experience in hiring, training, mentoring, and supervising staff.
- B.S. degree in related field preferred.
- Minimum two year previous in the wellness field.
- Organization, planning, and general office/computer skills.
- Excellent written/oral communication skills and training/facilitation skills.
- Current national strength training/conditioning certification (ACSM, ACE, NSCA, NASM, or YMCA) or able to obtain within first 6 months of hire.
- Excellent interpersonal and problem-solving skills.
- Ability to relate effectively to diverse groups of people from all social and economic segments of the community.
- Physical ability to move about the building to give tours along with other duties requiring minimal physical exertion.
- Must be flexible, have mental ability to make sound judgements, deal with stressful situations and customer concerns, and willing to work in a multi-discipline setting.

**EEO STATEMENT**

The Fergus Falls Area Family YMCA (the Y) provides equal employment opportunities (EEO) to all employees and applicants for employment without regards to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, the Y complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absences, compensation and training.

*Disclaimer: The above statements are intended to describe the general nature and level of work performed by the employee for this position. It is not designed to contain or be interpreted as an exhaustive list of all responsibilities, duties, and skills required of the employee assigned to this job. The job description does not constitute an employment agreement between the Fergus Falls Area Family YMCA and the employee and is subject to change by the Fergus Falls Area Family YMCA as the needs of the association and requirements of the job change.*

I have read and understand my responsibilities as outlined in this job description.

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Employee Signature

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Date

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Supervisor Signature

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Date