

JOB DESCRIPTION

Job title	<i>General Manager</i>
Reports to	<i>Executive Director, Chief Operating and Financial Officer, with support from JCCA Fitness Consultant</i>
Departments	<i>Membership and Fitness/Aquatic Centres</i>

Job Purpose

The Miles Nadal JCC is at a pivotal point in its history. After more than a decade of third party fitness centre management, the JCC is creating an agency-wide Membership Model beyond fitness and aquatics, and taking over the management of Membership and all fitness and aquatics programming which provided the substance of benefits for more than 3,500 Members annually, and engaged up to 14,000 more through programs and events.

Reporting to the Executive Director and Chief Operating and Financial Officer, the General Manager will drive the change and growth needed for this new era. An integral member of the Miles Nadal JCC Senior Team, the GM guides the centre’s overall vision and strategic direction for optimal membership and operational success. The GM ensures that Membership, Fitness and Aquatics are centres of excellence and financial sustainability, consistent with the J’s mission of belonging and inclusion, welcoming members of all ages and abilities. Prior to COVID, these centres generated 45% of a \$10 Million agency budget.

The General Manager, in partnership with the Senior Leadership Team, will bring business acumen and a growth mindset to re-building these departments. The GM is accountable for the financial performance in membership sales, membership dues, member services (including retention), and all activities of the Phil Granovsky Fitness Centre (including group exercise, fitness, wellness, athletics and personal training) and the Freddie Shore Aquatic Centre (recreational swim, lessons, leadership, aquafit). The GM will provide exceptional leadership in building a team and creating a service culture to maximize member engagement. The GM will place great emphasis on team selection and development, and foster a culture of staff wellness and mentorship. This leader will bring a level of fitness expertise including programming, service, sales and technology to lead the MNjcc into the future of holistic wellness: mind, body and soul.

The General Manager will be directly responsible for the departments of Membership Sales and Retention; Fitness, Personal Training and Group Ex Programming; Aquatics; Wellness and Athletics, as well as ensuring Customer Service Excellence in partnership with Director of Operations.

Schedule Information

- Full-time, 37.5 hrs per week/regular schedule.

 [milesnadaljcc](https://www.milesnadaljcc.com)

 750 Spadina Ave., Toronto, Ontario M5S2J2

 416.924.6211

 www.mnjcc.org

The Miles Nadal JCC is an accessible, inclusive and positive space.

Charitable #140344243RR0001



Primary Duties and responsibilities

Financial & Operations

- Accountable to develop budgets and forecasts with the COFO for Membership and all Fitness related departments
- Responsible for setting SMART goals and achieving them in Membership and Programming to promote engagement and retention
- Ability to analyze and problem solve with creative solutions on variances to budget
- Attention to detail with key metrics and performance driven
- Ability to guide program strategy in partnership with department leads to maximize participation and results
- Understanding of and expertise in the areas of service delivery, program/services creation, sales, business development, customer centric operations, collaborative initiatives, and fiscal management
- Implements strategies to reduce accounts payable in relevant departments
- Ability and desire to be innovative around all areas of programming, operations, community partnerships, staff supervision and growth specifically in the future of the fitness industry

Staff Leadership, Mentorship & Supervision

- Compassionate leader who builds a team of fitness & membership leaders, grounded in a culture of staff wellness, diversity and growth
- Ability to create and instill a high performance, service driven culture
- Lead by example by demonstrating the highest level of integrity, respect and professional development
- Provide exemplary 1:1 and group coaching opportunities to enhance overall performance
- Instill a sense of common responsibility and teamwork across centre functions to maintain positive member and team member experience.
- Ensure that all department leaders are cross-trained on the fundamental aspects of each other's positions
- Effectively manage all aspects of performance for direct reports

Membership & Member Services

- Assess community needs and ensure programming aligns with needs, agency strengths and mission
- Evaluate and manage fee and membership category structures, services, contracts, practices and policies related to retention of current members and acquisition of new members.
- Collaborate with Marketing Director in strategy to elevate awareness for members and participants to participate in a wide variety of centre programs.
- Help unite the J: Collaborate across MNjcc departments (fitness and beyond) to break down silos between all Wellness departments and Culture, Education, Jewish Identity and Inclusion.
- Work with Fitness Department to implement and manage member on-boarding program and best practices

Qualifications and Competencies

- Passionate about the non-profit world and community
- Devoted to building an inclusive community centre for all ages and abilities
- 3-5 years Managerial experience in Fitness industry
- Responsible for budgets in excess of \$1 Million
- Experience in staff hiring, on-boarding and supervision for 5-10 direct reports
- University/College diploma in fitness-related or business-related field preferred
- Compassionate leader who demonstrates support for mentorship and growth
- Strategic Thinker who is curious and seeks to contribute at highest level
- Results Driven while attentive to process, staff satisfaction and input
- Business Acumen and focus on new business development
- Clear decision maker that welcomes input, is clear and consistent
- Great communicator – and great customer service – internally and externally, with colleagues, direct reports, senior team, board and community
- Financial Management – capable of reading and creating budgets, designing and using reports to inform decision making and course correction during the year
- Confident Public speaker who can represent the J
- Relationship builder, partnership builder
- Team Player always – lets others shine and pitches in when needed
- Communicates clearly with direct supervisor, asks for help, welcomes feedback and opportunities for growth and coaching
- Good time management, accountability for deadlines and responsibilities
- Knowledge of Jewish Culture and values a plus, or curiosity and openness to learn
- Knowledge of standard office equipment, procedures
- Adept with customer databases and other systems to produce KPI, metric reports

Working Conditions

- Some evening and weekend work may be required.

Physical Requirements

Some moving of light equipment

Direct reports

- *Membership Department – Manager*
- *All Fitness Centre Department Heads: Fitness, Group Ex and PT; Aquatics; Wellness & Athletics*