

Swimming Sales & Operations Manager Job Description & Person Specification

October 2021



Role Details

Accountable to: Head of Woodrow High House

Location: Woodrow High House, Amersham, Buckinghamshire, HP7 0QG
Combination of on-site and home working at present until January 2022.

Salary: £30,000 per annum

Hours: 37.5 hours per week, Currently Monday-Friday, changing to planned weekend rota from 2022. Some flexibility required to work evenings and weekends.

Pension: London Youth complies with the employer pension duties concerning pension auto-enrolment in accordance with Part 1 of the Pensions Act 2008. London Youth currently uses The People's Pension as its pension vehicle and once you are eligible for auto-enrolment or opt into the scheme, London Youth will make employer contributions of 4% into the scheme on your behalf. You will be required to make contributions to your pension account also in accordance with the requirements of auto-enrolment.

Term: Ongoing

Why Work with Us? The Benefits.

We are a charity that makes a difference to the lives of young people. The why drives our mission and gives us purpose to keep doing what we do. We want our team to feel the same passion we have, and we know a part of that is also enjoying a few additional perks to keep us motivated.

Here are just a few of the fantastic benefits of working for London Youth at Woodrow High House:

- Generous holiday allowance – 31 days annual leave p.a., plus 8 bank holidays
- Additional leave granted to support voluntary activity
- Continuous learning opportunities, with contribution towards relevant qualifications and CPD
- Free meals provided whilst on duty when the kitchen is serving young people in residence
- Free tea and coffee
- Branded quality uniform provided
- Free onsite parking
- Free access for you and your family to the Employee Assistance Programme
- Free access to the 'Headspace' application
- Eyecare vouchers
- Flexible working opportunities considered
- Magnificent location surrounded by nature
- Option to join the Centre's delivery teams' annual organised week of staff training to areas such as the Lake District, Scotland, Wales, North Yorkshire
- You'll be working with a fantastic team of passionate colleagues across London Youth
- An outstanding culture and ethos where staff and visitors enjoy, challenge, and achieve
- Occasional supply of sweet – sometimes savoury – always yummy - treats are guaranteed
- You will be making a difference to the lives of young people!

Role Description – What You'll Be Tasked With

| The Team

Our people are the heart of Woodrow. As the Swimming Sales & Operations Manager, you will lead a professional, enthusiastic, and passionate team; a team that believes in the potential of every young person who comes through the door and wants to make a difference for each of them through the swimming experiences we offer. This role directly line manages the Swimming Teacher team; and co-manages the Leisure Operations & Duty Manager, who in turn manages the leisure operations team. More widely, this role works across teams at Woodrow, including Sales & Marketing, Outdoor Learning Operations, Facilities, and Finance. There is regular collaboration with the wider London Youth teams, including our sister centre – Hindleap Warren.

This role is also a core member of the Woodrow senior management team, who are essential in supporting the Head of Woodrow to deliver our strategic objectives. You will work alongside the Facilities Manager to support health and safety, ensuring areas of improvement are identified and implemented. You will also work closely with the Sales & Marketing Manager to support Swim School marketing requirements and product development ideas; as well as the Centre Operations Manager, particularly regarding residential guests' use of the pool.

| Role Overview

You have responsibility for leading all aspects of Woodrow's Swim School. Your principal focus is developing the strategic plan to secure new business sales of circa £350k per annum for swimming lessons. You will be responsible for ensuring high quality experiences of all our swimmers, including local community groups who hire the pool.

You bring excellent people management skills and have an aptitude for training, mentoring, and supporting your team. With your hands-on experience of managing a busy Swim School operation, you will ensure that your swimming teachers are fully enabled to teach effectively, and that all parts of the poolside operation are running smoothly. You will ensure that we deliver high quality swimming teaching, which will help retain existing customers and attract new ones.

You will be part of the duty manager rota for the leisure centre and will provide resilience for the Swim School by being able to cover swimming lesson teaching in the event of teacher absence. Ordinarily this will be a 7-day operation and you would be expected to be on the rota to cover weekend operations, on average, once or twice a month.

You are passionate about swimming and will take a great interest in the quality of these experiences for young people, including those with additional needs. We expect that you will bring your own ideas as well as consult with your team. All with the aim of enhancing the swimmer's experience. Beyond our work with the local community, you would also have the opportunity of working on the delivery of swimming programme content relating to London Youth member residentials, potentially in partnership with our Sports Development team in London.

A high-quality operation is also one that is compliant with the health and safety and safeguarding standards required of a swimming pool and swim school environment. You will be responsible for ensuring that these standards are met or exceeded. As a previous holder of the STAMark for our Swim School, we would like to see this accreditation reinstated.

We are looking for a highly resourceful and organised individual who is flexible and motivated. Customer relationship management will be key for you in this role, and as such you are an effectual collaborator and excellent communicator who will drive forward our Swim School and swimming products; and play a key part in the future success of Woodrow High House.

| Role Responsibilities

✓ Sales & Account Management

- Lead on income generation of swimming lessons.
- Manage swimming lesson customer relationships from point of contact, providing exemplary account management day-to-day throughout the customer life cycle.
- Reduce customer churn, looking at innovative ways to retain customers through delivery of excellent swimming lesson experiences and outstanding customer service.
- Take a proactive approach to new business sales, actively pursuing leads within your swimming networks, reaching out to relevant organisations, marketing creatively.
- Work with the Sales & Marketing Manager to develop and deliver a marketing strategy to support sales targets and raise the profile of the Swim School programme.
- Collaborate with the Marketing Executive to deliver the marketing plan, create promotional materials, and influence the related digital footprint for swimming lessons.
- Build the annual income forecasting plan for swimming lessons, setting sales targets and performance measures, analysing financial and sales data, and reporting on these.
- Manage all aspects of swimming lesson bookings, including handling of enquiries, class movements, re-enrolment, payments, and sales reconciliations.
- Support cross Centre sales, including retail, outdoor learning, holiday camps, facility hire.

✓ Swimming Operations

- Oversee all swimming activity provision, ensuring safe, effective delivery in accordance with centre operating procedures and relevant National Governing Body guidelines.
- Manage the day to day running of the Swim School, overseeing swimming lesson delivery, ensuring staffing is in place, and providing support as required.
- Ensure capacity planning is done proactively to ensure operational resilience in moments of absence. Teach swimming lessons, covering gaps where necessary.
- Oversee staff training and development ensuring that all training needs are met, training is appropriate, targeted and stays within budget. Deliver training as required.
- Regularly observe, evaluate, and monitor teaching provision to ensure this is safe and effective, being agile and adapting where necessary and relevant to improve experiences.
- Ensure the operation is fully equipped to deliver what you are selling, overseeing acquisition of activity equipment and pool environment management.
- Ensure operational records are well maintained, auditing regularly to ensure data integrity.

✓ Health & Safety Compliance

- Ensure Woodrow meets its compliance obligations to deliver swimming activity in accordance with the relevant statutory and governing body guidance and best practice.
- Ensure Woodrow meets its compliance obligations to service and maintain all swimming related equipment and kit in accordance with statutory and/ or industry best practice.
- Ensure swimming activity risk assessments and operating procedures are annually reviewed and updated, as well as new documents created and shared where relevant.
- Support the Facilities Manager and Leisure Operations & Duty Manager in ensuring the pool, plant equipment, leisure premises, and operational facilities are safe and fit for purpose.
- Ensure your staff are up to date with qualifications and training, and work in accordance with risk assessments and operating procedures.

✓ **Swimming Product Development**

- Develop and enhance our swimming lesson offer to optimise visitor experience and centre efficiency, working closely with internal and external stakeholders to achieve expectations.
- Drive forward development of swimming lesson products, evolving current programme, reviewing what works, what does not, introducing new products
- Develop Woodrow's swim level badge achievement system, using this to enhance customer experiences and children's sense of achievement.
- Work with the Sales & Marketing Manager and the Membership/ Programmes teams to develop Swimming Residentials concept for youth groups within our membership network.
- Explore ways in which we can drive forward and support diversity and inclusion objectives through swimming delivery.
- Take the lead on ensuring relevant industry accreditation is achieved, including swimming gold standards e.g., STA and/ or Swim England Quality Mark.
- Oversee the learning and evaluation aspect of our work with regards swimming, ensuring that all administration and analysis of this work is carried out effectively.
- Support the Centres Fundraiser as needed to facilitate fundraising opportunities that may support the development of swimming activity.

| **People**

- ✓ Lead an efficient and high-performing swimming team, ensuring all areas of responsibility are run effectively, maintaining the highest standards of safety and excellent customer experience.
- ✓ Effectively line-manage and support the development of your team through regular 121s, reviews and annual appraisals, including working on their personal development.
- ✓ Encourage and motivate your team, assisting with mentoring and training where required.
- ✓ Oversee staff training and development ensuring that all training needs are met, training is appropriate, targeted and stays within budget. Deliver training as required.
- ✓ Manage recruitment for roles within your team. Work with Head of Centre to ensure that the operational delivery staffing model best meets the needs of the Centre.
- ✓ Ensure your training and competence is achieved and maintained, taking responsibility for your ongoing professional development
- ✓ Oversee work experience opportunities as relevant, developing relationships with external organisations and establishing links with potential partners to support future recruitment.

| **Corporate Responsibilities**

- ✓ Actively promote London Youth's policy and procedures to value and respect diversity and inclusion in all aspects of your duties and working relationships.
- ✓ Manage resources to the highest standards and act as a custodian of best practice
- ✓ You will be expected to play a proactive part in the implementation of the work and policy of London Youth as a whole, supporting the vision, mission and aims of the charity.

Undertake any other duties as may be reasonably requested by Woodrow Management that ensure the ongoing operational success of the centre and delivery of excellent customer experiences.

Person Specification – What You Need to Demonstrate

Essential Experience, Knowledge & Skills

- ✓ Experience in running a swim school, or similar operation, for a minimum of one year
- ✓ Experience of working with a range of customers, including young people and adults, with different backgrounds and varying needs
- ✓ Experience generating sales leads and securing income through new business development opportunities and ongoing customer retention
- ✓ Understanding of the value of swimming and sports activity and their associated developmental outcomes for young people
- ✓ Experience managing a complex workload, with an ability to prioritise and make confident effective decisions when faced with conflicting priorities
- ✓ Experience of effectively leading, line managing and motivating staff teams to get the best from all individuals
- ✓ Experience writing risk assessments and operating procedures for swimming activity
- ✓ Experience of overseeing safeguarding and health and safety best practice, and how this is applied in practice in swimming pool activity environments
- ✓ Computer literate and competent using Microsoft Office 365 applications
- ✓ Experience in the use of CoursePro, or a similar bookings and resource management system
- ✓ Experience in managing a budget and operational planning would be advantageous
- ✓ Experience in setting income forecasts and sales targets highly advantageous

Qualifications

- ✓ Level 2 Swim Teacher Qualification (ASA / STA or equivalent) - Essential
- ✓ RLSS Lifeguard Qualification (NPLQ) or Teacher Rescue Certificate - Desirable
- ✓ Swimming teacher tutor qualification / NPLQ trainer assessor - Desirable
- ✓ Pool Plant Operator Certificate - Desirable
- ✓ First Aid at Work Certificate - Desirable

Essential Personal Attributes

- ✓ Excellent leadership and people management skills, able to motivate and inspire your team
- ✓ Outstanding organisational skills, able to effectively prioritise a complex and varied workload
- ✓ Composed demeanour, able to keep calm under pressure and solve problems when they arise
- ✓ Strong analytical thinker with meticulous attention to detail
- ✓ Customer-centric mindset with exceptional customer service skills
- ✓ Strong collaborator with impeccable interpersonal, relationship-building and networking skills
- ✓ Articulate communicator with a confident negotiation technique and excellent written skills
- ✓ Self-motivated with a positive attitude, impeccable work ethic and a flexible approach to work
- ✓ Able to work independently, demonstrating proactivity and initiative
- ✓ Absolute commitment to London Youth's principles of equality, diversity and inclusion
- ✓ Passionate about nature and the outdoors
- ✓ Passionate and demonstrably committed to improving the lives of children and young people

Ready to Make a Difference? How to Apply

London Youth embraces equality, diversity, and inclusion. We are committed to the ongoing development of an organisation that values and represents a variety of backgrounds, perspectives and skills and welcome applications that reflect this.

If this is the role for you, email your CV and a separate supporting statement outlining how your skills and experience meet the criteria outlined above. Applications without supporting statements will not be considered. **Please submit your application** with subject line “**Swimming Sales & Operations Manager**” to woodrow.recruitment@londonyouth.org.

Interviews: Applications will be considered upon receipt and only those that satisfy the criteria will be shortlisted and invited to interview. We are unable to respond to every application submitted – if you have not been invited to an interview within 14 working days of submitting your application, please consider your application unsuccessful at this time.

If you have any questions regarding the role, please ring 01494 433531 and ask for Head of Woodrow, Asti Kanaris.

A Little Bit About Who We Are

| London Youth

We are London Youth. A charity on a mission to improve the lives of young people in London. Our vision is that all young Londoners grow up healthy, able to express themselves, navigate a fulfilling career and make a positive contribution in their communities. Our mission is to support and challenge young people to become the best they can be, developing their confidence, resilience, and relationship skills. We do this with, and through, our network of community youth organisations, delivering sports, arts, employability, youth action programmes, and at our two Outdoor Learning Centres, Hindleap Warren and Woodrow High House. We look to work with all young people, focusing on those who wouldn't otherwise have access to opportunities.

| Woodrow High House

Located in the Chilterns, Woodrow High House is a 26-acre site made up of a Grade II listed manor house dating back to the mid-1600s, boasting a 120-bed Outdoor Learning Centre and Leisure Centre complete with swimming pool, sports hall, 3G Astroturf pitch and off-road cycle circuit. London Youth has owned and operated Woodrow since 1945, delivering memorable experiences for over 8,000 children and young people each year. The leisure facilities are used by house guests and the local community. The pool is used by private hire local community groups, house guests, and hundreds of children who attend our swim school each week.

| Our commitment to anti-racism

In July 2020, we issued a [statement](#) committing to become an anti-racist organisation and to actively tackle racism. Since then, London Youth has worked with our staff and trustees to understand first the issues within our organisation, collaboratively developing a Theory of Change to define our areas of focus, approach and plan of action moving forward. We have a Race Equality Action Stakeholder Group which is chaired by a London Youth member and trustee. This group includes representatives from across the organisation and oversees the implementation of our Race Equality Action Plan. At the heart of youth work is the drive to level the playing field for all young Londoners to succeed, regardless of their backgrounds. Over two thirds of the young people we work with are from racialised communities and we know that without the opportunities which youth organisations provide, there would be limited experiences open to them.

Cherry Lane, Amersham, HP7 0QG

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