



Liverpool College

The Staff of Liverpool College are its greatest strength. Their dedication, flexibility, and commitment to the mission of the school ensure its excellence and form the foundation of its future. It is this spirit of service and professionalism which allows the school to inspire young people to achieve their true potential. The expectation of the College is that all staff view their employment at the school in that spirit.

Job Description

Post Title	Fitness & Wellbeing Advisor (with Marketing Responsibilities)
Salary/Grade	National Minimum wage per hour
Working Time	Varying hours (zero-hour contract)
Reporting to	LC Sports Centre Manager
Liaising with	Colleagues
Disclosure level	Enhanced

Fitness & Wellbeing Advisor (with Marketing Responsibilities)

About the role

This role encompasses a blend of marketing, fitness, and customer service responsibilities. The successful candidate will be responsible for creating and implementing marketing campaigns to promote fitness programs, managing social media channels, and engaging with the community to increase membership. In addition to marketing, they will provide fitness advice and consultations, teach group fitness classes (if qualified), and support members in achieving their wellbeing goals. The role also includes front desk responsibilities such as greeting members, managing bookings, responding to inquiries, and assisting with membership sign-ups and retention, ensuring a welcoming and professional experience for all.

Mission and Ethos

- To act as a positive role model, promoting teamwork, inclusivity, and a passion for sports and wellbeing.
- To ensure fairness and equity in all sporting activities, fostering a culture of respect and fair play.
- To support the leadership and development of LC Sports by implementing policies and procedures, contributing to growth through marketing initiatives, and enhancing community engagement and public relations.

Key responsibilities Fitness & Wellbeing

- Provide fitness advice, guidance, and support to members, ensuring a welcoming and inclusive environment.
- Plan and deliver engaging group fitness classes (if qualified) to cater to a range of abilities and

interests.

- Promote overall wellbeing by encouraging healthy lifestyles and supporting members in achieving their fitness goals.

Key responsibilities Marketing & Community Engagement

- Develop and implement marketing campaigns to promote LC Sports' fitness programmes, classes, and membership offers.
- Manage social media channels, creating engaging content to showcase activities, events, and success stories.
- Work with the wider team to engage with the local community, increasing participation and awareness of LC Sports.

Key responsibilities Reception & Customer service

- Provide excellent front desk service by greeting members, handling inquiries, and managing class bookings.
- Assist with membership sign-ups, renewals, and general administrative tasks to ensure smooth day-to-day operations.
- Maintain a professional and friendly atmosphere, ensuring all visitors and members feel valued and supported.

GENERAL

The post holder will be expected:

- To follow the guidelines of the staff handbook.
- Promote the College values and mission statement.
- To undertake relevant training and professional development activities.
- At all times, to undertake all duties with due regard for Health and Safety regulations.
- To be familiar with the range of software in the College and provide assistance in its use within the College as and when appropriate.
- To engage actively in the performance review process.
- To comply with any reasonable request from the Principal to undertake work not specified in this job specification.
- To be courteous to colleagues and parents, and to provide a welcoming environment for all visitors to the College.

All employees are expected to play a full part in the life of the College community, to support its distinctive mission and ethos as a co-educational 4-19 academy, and to encourage colleagues and pupils to follow this example.

While every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be specifically identified. This Job Specification is current at the date shown but, in consultation with the post holder, it may be changed by the Principal to reflect or to anticipate changes in the job commensurate with the grade and job title.

March 2025