

KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

DIRECTOR OF FITNESS AND WELLNESS PROFILE: CHEROKEE TOWN AND COUNTRY CLUB ATLANTA, GA

Founded in 1956, Cherokee Town and Country Club is recognized as one of America's premier private clubs and is a 501c7 organization. It has two locations: the Town Club, which occupies the famed Grant Estate on West Paces Ferry Road in Buckhead and the Country Club, which is located near the Chattahoochee River in Sandy Springs. Cherokee prides itself on continuous improvement in everything it does and is committed to exceeding member expectations and providing consistently superior experiences to its members. Cherokee has almost \$100M in total assets in premier locations in Atlanta, however, Cherokee believes its number one strategic strength is its staff.

Cherokee employs 550 in peak season and has total revenues of over \$33M. Cherokee has six pools, two fitness facilities and one on-site Child Care facility. Cherokee is considered one of the largest clubs in the country yet possesses a family culture among its members as well as its staff.

Mission Statement:

Cherokee Town and Country Club will provide our membership with superior social and recreational experiences through the finest staff presenting the best possible services, amenities, facilities and activities, consistent with prudent fiscal management. Cherokee Town and Country Club will maintain a select and limited membership of compatible Individuals.

Vision Statement:

Cherokee Town and Country Club will be the premier private family club in the South, with appreciation for our history and valued traditions.

Cherokee Standard:

Cherokee Town and Country Club will be a family club whose facilities, services and amenities are exceptional and where member expectations are exceeded consistently.

Please visit the website at: www.cherokeetcc.org

Position Description

Cherokee is looking for a Director of Fitness and Wellness who will bring the department to the next level by expanding family, swim, fitness and wellness programs to meet the ever-changing needs and demands of their membership.

The Director of Fitness and Wellness is responsible for overall operation of Family, Swim and Fitness (FSF) department, including Town Club Fitness Center, Town Club Pools, Town Club Member Locker Rooms, Town Club Child Activity Center, Country Club Fitness Center and Country Club Pools.

Some of the key tasks for the Director of Fitness and Wellness will include:

- Serves as the staff liaison to the Family, Swim and Fitness Committee.
- Serves as the staff liaison to Cherokee Swim Team Association and/or Parent Representative(s).

- Responsible for preparation and management of the department annual operating and capital budgets.
- Responsible for implementation of department Club rules and policies and reporting of rule violations.
- Provides new member orientations and tours of the fitness facilities.
- Plans all departmental operations according to weekly/monthly/yearly calendar.
- Responsible for recruitment, hiring, training, scheduling and supervision of all FSF personnel.
- Responsible for accurate and timely fitness expense reporting and reconciliation.
- Oversees inventorying and purchasing of supplies and merchandise for resale.
- Responsible for fitness staff expense and accurate and timely payroll processing.
- Oversees all department facilities and equipment to ensure they are maintained at the highest level.
- Advise on the maintenance, placement and purchasing of all fitness equipment.
- Oversees departmental programs and services to meet budget objectives and exceed member satisfaction.
- Coordinates fitness member communications including department sections of Club website and newsletter.
- Oversees department POS operations to ensure accurate member billing and accurate sales/activity reports.
- Assists Club management in implementing club policies, goals, standards and procedures.

The following report to the Director of Fitness and Wellness:

- Director of Youth Activities
- Swim & Fitness Operations Managers
- Head Group Fitness Instructor
- Head Personal Trainer
- Head Spa Therapist
- Head Swim Coach
- Head Lifeguards and/or Pool Service Company

The Director of Fitness and Wellness reports directly to the COO/General Manager.

Candidate Qualifications & Experience

The ideal candidate will possess the following experience, qualifications and skills:

- Five years of Fitness Center management experience and relevant Fitness accreditation (CPT).
- Five years of Pool management experience and relevant Aquatics accreditation (CPO/AFO).
- Three years of Youth program management experience preferred.
- Current certification from the American College of Sports Medicine (ACSM), ACE, NSCA-CSCS, TPI, AAHFRP, NASM, AFAA are preferred.
- Must possess working knowledge of all applicable laws governing cosmetology, massage, and health club regulations.
- Current AED, CPR and First Aid certifications required.
- Proficient computer skills and in-depth working knowledge of Microsoft Office applications is required.
- Working experience with budget preparation, interpretation and forecasting.
- Working experience with related capital projects and renovations.

In order to be successful, the Director of Fitness and Wellness must have the following personal attributes:

- Work well with others
- Have keen problem-solving skills
- Have a strong operational management record
- Be a mentor to others

- Be personally effective and organized
- Have the entrepreneurial spirit to create new programs and respect what currently works for their membership
- Be member focused- dedicated and delighted to meet the expectations and requirements of the members and their guests
- Possess high energy and genuine desire to interact actively with the membership on a professional and hospitable level
- Have strong time management abilities: concentrates efforts on the more important priorities; gets more done in less time than others; can attend to a broader range of activities and demands
- Enjoys public speaking
- Have personal character and charisma
- Be an industry talent leader; assembles talented team members who work well together as a high-performance team
- Be respected by others
- Understand and live the Cherokee culture

This position is available immediately.

Education

Bachelor's degree in a relevant field or equivalent work experience is a requirement.

Salary:

The compensation package will be very competitive for the right candidate. The position comes with competitive retirement, health benefits, vacation, and an industry educational budget.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter (in that order) using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. 5:00pm Friday, August 11, 2017 deadline for application.

IMPORTANT: Save your resume and letter in the following manner:

"Last Name, First Name Resume"

"Last Name, First Name Cover Letter"

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

For directions on how to upload your resume and cover letter, [visit this page](#).

If you have any questions, please email Nan Fisher: nan@kkandw.com

[Click here](#) to upload your resume and cover letter.

Lead Search Executive:

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