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# Example of Fitness Director Job Description

Our growing company is looking to fill the role of fitness director. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for fitness director

* Based on Fitness and Wellness team’s strengths and interests, primary responsibilities will either be leadership of group fitness and premium instructional classes or personal training, nutrition coaching, and fitness floor
* Manage a senior fitness editor, providing guidance, top-editing, and editorial feedback as necessary
* Directs the implementation of individual and group fitness programs, health education activities, motivational programs and special events
* Develop and implement inclusive fitness programming, based on needs of patron populations
* Trouble shoot, work with vendors and oversee the maintenance and replacement (purchase) of all fitness area equipment
* Engage in the continual education and implementation of industry trends and standards for fitness
* Be able to provide fitness and body fat assessments
* Manage all aspects of the group fitness and personal training programs
* Recruit, hire, train, supervise, and evaluate the group fitness instructors and personal training staff
* Recruit, hire, train, supervise, evaluate, and lead Coordinator of Fitness and Wellness, graduate assistant(s), and interns

## Qualifications for fitness director

* Directing marketing strategy for the brand’s collection
* Fostering the collaborative culture of the Retail Team
* In-depth understanding of lifestyle retail brands
* Working knowledge of retail math and key financial metrics
* Ability to thrive in a collaborative and deadline-driven environment
* Contributes to department planning