

YMCA OF THE NORTHWOODS POSITION DESCRIPTION

Job Title: Healthy Living Director – Beck Family YMCA **FLSA Status:** Exempt

Reports to: Leadership Advancement Director – YMCA of the Northwoods **Revision Date:**
8/27/2025

Position Summary:

The Head Personal Trainer is responsible for leading the YMCA's personal training program while also overseeing wellness coaching staff. This position ensures members receive outstanding service, support, and motivation in achieving their health and wellness goals. The role combines hands-on training with staff supervision, program development, and mission-driven leadership, aligning all wellness services with the YMCA's core values of caring, honesty, respect, and responsibility.

Qualifications:

1. 3–5 years' experience in personal training or wellness programming
2. Nationally recognized Personal Training Certification (NASM, ACE, ACSM, NSCA, or equivalent)
3. Current CPR, First Aid, and AED certifications (or ability to obtain within 60 days)
4. Supervisory or leadership experience in a fitness/wellness setting strongly preferred
5. Strong interpersonal, organizational, and leadership skills
6. Must be available to work flexible hours, including evenings and weekends

Essential Functions:

Program & Staff Leadership:

- Provide high-quality personal training sessions to members, ensuring safe, effective, and engaging experiences
- Recruit, hire, train, mentor, and schedule personal trainers
- Supervise, train, and schedule wellness coaches to ensure proper coverage of the Wellness Center
- Support staff development in coaching techniques, member engagement, and YMCA mission delivery
- Ensure staff certifications, training, and safety protocols are current and followed

Program Development & Delivery:

- Develop and expand personal training offerings, including one-on-one, partner, and small group sessions
- Promote personal training and wellness coaching as integrated services within the YMCA's mission
- Build strong relationships with members, encouraging long-term participation and success
- Track participation, engagement, and outcomes to evaluate impact and growth

Operations & Collaboration:

- Oversee daily operations of the Wellness Center, ensuring safety, cleanliness, and member satisfaction
- Collaborate with Healthy Living staff to connect personal training and wellness coaching with YMCA programs
- Ensure compliance with YMCA policies, risk management, and industry standards

- Provide continuing education and professional development opportunities for training and coaching staff

YMCA Competencies (Team Leader):

Engaging Community: Builds bridges with others in the community to ensure the Y's work is community-focused and welcoming of all, providing community benefit. Ensures a level of service and engagement that fosters loyalty among those we serve. Intentionally fosters a cause-centered culture that is welcoming, genuine, hopeful, nurturing, and determined.

Collaboration: Creates sustainable relationships within the Y and with other organizations in service to the community. Identifies and builds relationships with internal and/or external partners or key stakeholders to support programs or projects. Builds effective teams and committees by fostering common vision and plans.

Program/Project Management: Ensures program or project goals are met and intended impact occurs. Translates organizational goals into executable plans with accountable staff and volunteers by defining tasks, milestones, and priorities for programs or projects. Delegates responsibilities and monitors progress towards goals. Follows fidelity, quality, and evidence-based standards of programs, projects, or the organization. Challenges inefficient or ineffective work processes and offers constructive alternatives. Follows through on commitments with an appropriate sense of urgency. Demonstrates flexibility when plans or situations change unexpectedly, effectively adjusting plans to achieve intended outcomes.

Developing Self & Others: Develops self and supports others(e.g., staff, volunteers, members, program participants), both formally and informally, to achieve their highest potential. Recruits and hires diverse staff and volunteer teams across multiple dimensions of diversity. Onboards and develops staff and volunteers for success. Provides staff and volunteers with the support, time, tools, and resources necessary to set, meet or exceed goals. Coaches others for continuous development, including analyzing performance gaps, building development plans, delivering appreciative and developmental feedback, and aligning passions and career goals. Addresses sensitive issues, inappropriate behavior, or performance concerns to help the other person grow. Shares and employs new learning to improve staff and personal performance. Strives to understand and resolve conflicting feedback or ideas from multiple sources.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to see, speak and hear. Sitting, 50%, Walking and/or standing 50%. Lifting and/or moving occasionally up to 50 pounds.

Employee

Date

Leadership Advancement Director Date