

DIRECTOR OF FITNESS & WELLNESS PROFILE:

WILLOW OAKS COUNTRY CLUB

RICHMOND, VA

DIRECTOR OF FITNESS & WELLNESS AT WILLOW OAKS COUNTRY CLUB

Willow Oaks Country Club, an outstanding, boutique country club in beautiful and historic, Richmond, Virginia, is looking for their next, Director of Fitness & Wellness (DFW) to lead the fitness, youth programs, and aquatics operations at the Club. Desired candidates will possess a positive, innovative, and energetic approach to programming while demonstrating a passion for developing and mentoring current and future team members is essential.

The future DFW will have an outgoing personality, a “can do” attitude and a focus on family and social activities for all member demographics is paramount. The candidate must be able to demonstrate proven written and verbal communication skills, while strong business sense and organizational skills will be keys to success. Lastly, visibility, member and team member engagement, and authentic enjoyment in building member and team member relationships are critical.

[Click here to view a brief video about this opportunity.](#)

WILLOW OAKS COUNTRY CLUB

Nestled in the serene landscape and on the banks of the James River in Richmond, Virginia, Willow Oaks Country Club offers a haven of beauty, recreation, and timeless charm. Embracing its rich history, the updated clubhouse was built around “the old house” dating back to the 1700s and showcasing picturesque views of the land and the James River from the clubhouse patio.

Golf enthusiasts enjoy the exceptional 7,100-yard, par-72 golf course, recently renovated by renowned golf course architect Lester George. With Bermuda fairways and bent grass tees and greens, the course ensures an enjoyable experience year-round. The practice facility provides ample opportunities for members to perfect their swing, and the Club offers a strong Junior Golf program including a Junior Prep program and PGA Junior Golf League.

Tennis lovers will find their match with eight outdoor courts (six Har-Tru and two asphalt sport-deco) along with four newly installed Deco Turf II indoor courts. An observation lounge acts as a gathering place to watch members compete during tournaments and social mixers. The Club's professional tennis staff offers programs for all ages and skill levels, with a dynamic junior tennis academy attracting over 200 participants.

Keeping health and wellness in focus, the Fitness Center boasts state-of-the-art equipment and offers a diverse range of group exercise classes, personal training, and sport-specific training. Nutrition counseling and massage therapies add to the Club's holistic approach to well-being. With the Fitness Center exercise rooms encompassing the second floor, the first floor opens out to our picturesque pool deck and contains locker rooms, showers, a steam bath, massage therapy rooms, Kids' Club and Wave Lounge game room for “tweens,” and a full-service café.

Summertime invites families to the pool area, featuring a 6600 square-foot main pool with a 25-meter, 8-lane raceway, as well as a wading pool for children. The patio provides the perfect spot for sunbathing, socializing, and enjoying poolside events and parties throughout the season. The Club's professional staff offers private swimming lessons, and at least one lane is always dedicated to lap swimming.

Beyond sports and fitness, Willow Oaks hosts an array of social events, including wine dinners, comedy nights, cooking classes, and holiday dinners. The Oak Grille and Oak Lounge cater to diverse dining preferences, offering an ever-changing menu and themed special events.

WILLOW OAKS COUNTRY CLUB BY THE NUMBERS

- Approximate Gross volume: 12 million
- Approximate Annual Dues Volume: 6.5 million
- Approximate Fitness operations budget: 200K
- Club employees: 180 FTE
- POS System: Jonas
- Fitness employees: 9
- There are 8 trainers and group fitness professionals that are independent contractors
- Average age of members: 53
- Number of resident memberships: 920

WILLOW OAKS COUNTRY CLUB WEBSITE: www.willowoaksgcc.org

DIRECTOR OF FITNESS & WELLNESS – POSITION OVERVIEW

The Director of Fitness & Wellness is responsible for the overall operation and developing, organizing, and maintaining the fitness, aquatics, and youth programs, including group exercise classes, for members in an effective, efficient, and professional manner. This individual is responsible for managing all fitness and wellness facilities, personnel, and the Fitness Committee. It is critical the successful candidate is current on the latest fitness and wellness industry trends and programs. Promotes the use of the facility to members and their families through effective and regular marketing and membership engagement.

The Director of Fitness & Wellness reports directly to the COO/General Manager.
The following report to the Director of Fitness & Wellness:

Assistant Director of Fitness

Youth Coordinator

Youth Staff

Swim Coaching staff

Personal trainers

- 10 FT and 8 PT desk and administration

Responsibilities include:

- Provide exceptional customer service to members and guests.
- Ensures that all staff, themselves included, is visible and engaged with members and guests in a warm and friendly manner.
- Seek new and exciting opportunities to grow fitness and wellness programs.
- Initiates and promotes member presentations about fitness and wellness.
- Oversees departmental programs and services to meet budget objectives and exceed member satisfaction.
- Responsible for recruitment, hiring, training, scheduling, evaluations, and supervision of all Fitness and Wellness personnel
- Establish and track goals for all staff.
- A person who can say “no” when appropriate, without alienating members or staff.
- Coordinates fitness and wellness member communications including department sections of the 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.
- Oversees facilities and equipment to ensure safety, cleanliness, and good working order.
- Advise on the maintenance, placement, and purchasing of all fitness equipment.
- Responsible for the implementation of department Club rules and policies and reporting of rule violations.
- New member orientations and tours of the fitness and wellness facilities.
- Prepare and monitor operating and capital budgets; take corrective action as necessary to help ensure budget objectives are attained.

- Responsible for fitness and wellness staff expenses and accurate and timely payroll processing.
- Provides training and professional development opportunities for fitness staff and ensures that staff maintains all industry certifications.
- Attends and contributes to weekly management staff meetings; conducts regular meetings with fitness and wellness departmental staff.
- Serves as the staff liaison to the Fitness Committee and attends committee meetings.
- Maintains inventory of supplies, equipment, and retail merchandise.
- Completes other duties as assigned by the Executive Management Team.

INITIAL PRIORITIES OF THE NEW DIRECTOR OF FITNESS & WELLNESS

- Meet and sincerely interact with and engage as many staff and members as possible, “be present!” Build trust whenever and wherever possible, schedule interactive times and follow up on details.
- Listen, observe, meet, and learn the various departments, staff, and overall culture. Willow Oaks Country Club is an employer whose brand has been built on superior customer service and the successful candidate will integrate with the team and embrace the established work culture. With that, lead with the motto “Take care of the team members and they will take care of the members.”
- Assess, evaluate, recommend, and articulate Human Resource needs and plans to the Executive Management Team.
- Develop and execute HR policies and procedures in support of the Club’s mission, specifically in the areas of recruiting, training and development, performance evaluation, and compensation.

CANDIDATE QUALIFICATIONS

- Five years of Fitness Center management experience and relevant Fitness accreditation (CPT).
- Personal trainer certification preferred.
- TPI and/or “racquet fit” Fitness Certification preferred.
- Current AED, CPR, and First Aid certifications are required.
- Excellent written and oral communications skills, strong interpersonal skills, technologically savvy, and computer literate.
- Have a strong operational management record and an ability to mentor others.
- 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. Enjoys being visible and engaging with members and staff.
- Enjoy public speaking.
- Be an industry talent leader; assemble talented team members who work together as a high-performance team.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications are encouraged but not required.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package including association membership and a generous continuing education allowance.

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. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Mr. Christopher Welles, GM/COO, and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career, and why WOCC and the Richmond area will be beneficial to you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible.

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

“Last Name, First Name - Resume”

“Last Name, First Name - Cover Letter – Willow Oaks”

(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. If you have any questions, please email Alice Stevens: alice@kkandw.com

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

LEAD SEARCH EXECUTIVE:

Len Simard, PTR, USPTA Master Professional

Search & Consulting Executive, KOPPLIN KUEBLER & WALLACE

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