POSITION OVERVIEW

Recreational Program Director

Gym	[GYM NAME]
Location	[FACILITY NAME AND ADDRESS]
Reports to	[SUPERVISOR NAME OR TITLE]
Pay	[PAY RATE OR SALARY]
Hours	[SCHEDULE AND HOURS]

The Recreational Program Director leads the recreational side of [GYM NAME], including classes, preschool, camps, clinics, and special events. This role keeps every program safe, well run, and fun for athletes, families, and staff, while driving enrollment and retention. The Director works hand in hand with [OWNER / LEADERSHIP TITLE] and the floor managers to support the growth of the business and the community around it.

Program Management

- Oversee all recreational, preschool, and special event programs, including class scheduling, rosters, and coverage.
- Launch new classes, clinics, and camps that grow participation and fill open class times.
- Review lesson plans and make sure they follow [GYM NAME]'s curriculum goals and athlete progression.
- Work with floor managers to track athlete progress and confirm lesson plans are carried out well.
- Ensure all USAG and program specific compliance standards are met.
- Prepare for upcoming events, showcases, and promotions.

Coaching and Class Quality

- Continue to coach your assigned program, if applicable.
- Model best coaching practices, athlete engagement, and positive reinforcement for staff.
- Support consistency and quality in lesson plans, athlete progression, and class structure.
- Monitor class energy, flow, and coach engagement on the floor.

Staff Leadership and Development

- Mentor and support recreational coaches and program staff.
- Collaborate with floor managers to hire, train, and onboard new recreational staff.
- Conduct ongoing professional development, including staff training sessions and online learning modules.
- Review schedules, time off requests, and class coverage to make sure every program is staffed.
- Address performance issues constructively and uphold [GYM NAME]'s culture of teamwork, professionalism, and growth.
- Enforce safety standards, emergency procedures, and company policies.

Customer Experience and Communication

- Serve as a main point of contact for recreational families and athletes.
- Keep parents informed about schedules, events, and athlete progress.
- Handle customer concerns with professionalism and a solutions oriented mindset.
- Support positive parent relationships and a welcoming front desk environment.
- Report incidents promptly to upper management for follow up and insurance processing if needed.
- Follow up on ALL incident reports to check in on athletes within 24 hours.

Enrollment, Growth and Goals

- Work with leadership to meet monthly enrollment and retention goals.
- Track enrollment numbers and implement strategies to improve retention and new signups.
- Monitor trial to enrollment conversions and work with staff to increase retention.
- Promote [GYM NAME]'s programs through newsletters, email updates, and social media.
- Provide monthly progress reports to leadership, highlighting wins and areas for improvement.

Operations Support

- Help open and close the facility as scheduled and complete daily safety and cleanliness checks for program spaces.
- Report repairs, replacements, and maintenance needs promptly to leadership.
- Coordinate with other departments to schedule facility usage and events.

Daily, Weekly and Monthly Duties

Daily

- Confirm programs are ready to run.
- Greet families and answer questions or concerns.
- Confirm class coverage and adjust as needed with floor managers.
- Check class energy, flow, and coach engagement.

Weekly

- Review and confirm recreational schedules.
- Check program spaces for cleanliness and maintenance needs.
- Review trial conversions and retention data.
- Join leadership check ins or meetings.

Monthly

- Hold one on one check ins with floor managers.
- Review lesson plans for curriculum alignment.
- Submit monthly progress and operations reports.
- Share culture, operations, and event reminders with staff.

Additional Responsibilities

- Represent [GYM NAME] at community events and competitions when needed.
- Lead by example with professionalism, enthusiasm, and a solutions oriented approach.
- Promote a positive, inclusive, and fun environment for athletes of all levels.