



**AMERICAN FORK**  
**FITNESS CENTER**

**WELCOME DESK &  
MEMBERSHIP SALES COORDINATOR**



# ***Fitness Center***

Located in the heart of American Fork, just west of Alpine Highway, our fitness center is a premier facility dedicated to serving the community. With over 40,000 residents in American Fork, our centrally located center provides convenient access to top-tier fitness and wellness amenities.

Spanning an impressive 50,000+ square feet, the fitness center boasts a stunning backdrop of Mount Timpanogos. Since opening its doors in 1993, it has been a hub for health and fitness enthusiasts, offering a welcoming environment for individuals and families alike.

Open most days from 5:00 AM to 10:00 PM, we provide 17 hours of operation to accommodate diverse schedules.

Our facility features:

- Indoor/Outdoor Olympic-Sized Competition Pool – (6) 50-meter lanes & (8) 25-yard lanes, adaptable for various uses.
- Outdoor Seasonal Leisure Pool – Perfect for summer fun and relaxation.
- State-of-the-Art Fitness Areas – Including a cardio room, X-train room, weight room, and wrack room.
- Specialized Training Spaces – A spin bike room, group fitness room, and an indoor track.
- Gymnastics Area – An extensive setup in a spacious environment for all skill levels.
- Locker Rooms & Amenities – Ensuring comfort and convenience for all patrons.

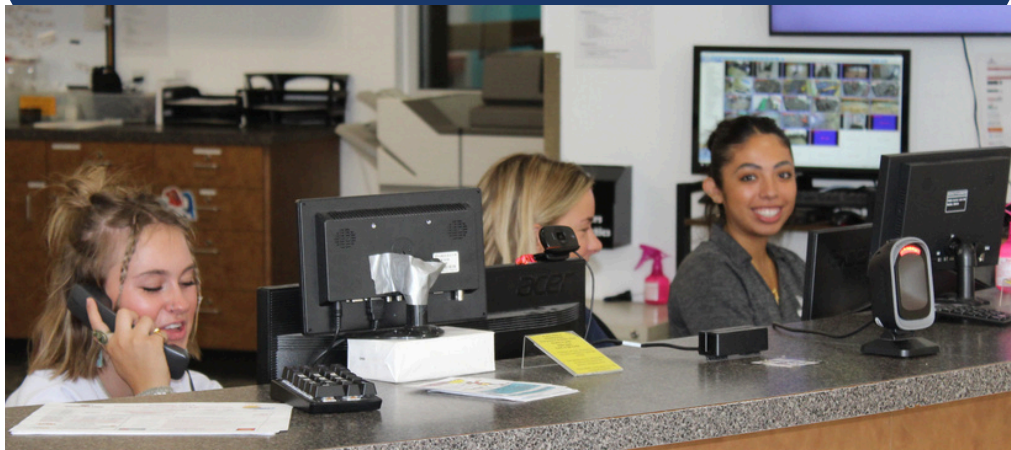
This dynamic facility offers an exceptional environment for health, fitness, and community engagement, making it a key part of the city's recreational landscape.

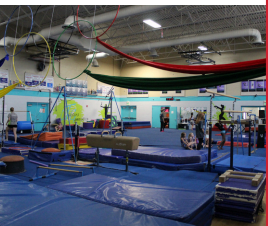
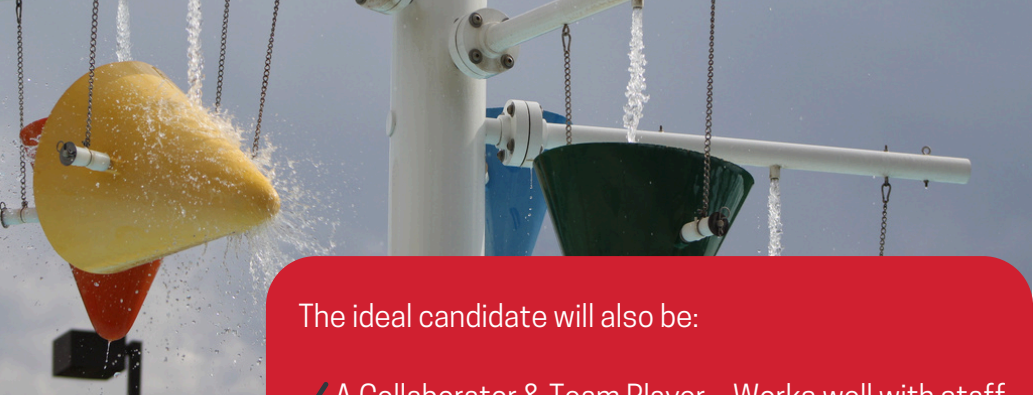
# *Ideal* Candidate



We are looking for a dynamic and driven Welcome Desk / Membership Sales Coordinator to take our community recreation center to the next level. The ideal candidate will have a strong understanding of marketing recreation programs, promoting city events, and driving membership sales. They will be passionate about setting and achieving goals, seamlessly blending membership sales strategies with front desk management.

This individual will have the leadership skills to motivate and guide the desk staff, ensuring they prioritize membership sales, customer service, and account management. They will have both a sales-driven mindset and a customer-focused approach, effectively training and empowering the team to excel in both areas.





The ideal candidate will also be:

- ✓ A Collaborator & Team Player – Works well with staff, city officials, and community members.
- ✓ A Vision Executor – Translates ideas into action, growing memberships and engagement.
- ✓ An Effective Communicator – Comfortable interacting with the public, presenting to executives, and answering inquiries—even outside standard hours.
- ✓ Data-Driven & Budget-Conscious – Uses numbers and analytics to make informed decisions that drive results.
- ✓ Tech-Savvy & Social Media Smart – Leverages technology to streamline desk operations, automate tasks, and enhance outreach efforts.
- ✓ Adaptable & Relatable – Can engage with diverse community members, from executive staff to teenagers working the front desk.

This role requires someone who can identify areas of opportunity, improve advertising efforts, and expand our reach within the community. If you are ready to make a measurable impact, increase memberships, and elevate our recreation center's presence, we want to hear from you!



## POSITION DETAILS

We are looking for a motivated and customer-focused Welcome Desk / Membership Sales Coordinator to join our team! This ***part-time, year-round position*** plays a key role in creating a welcoming atmosphere while assisting with membership sales, inquiries, and event support.

- **Pay Range: \$18.00 - \$22.50 per hour**
- **Hours: Monday – Thursday, 3:00 PM – 8:00 PM (some flexibility)**
- **Additional Availability: Occasional weekends for events, trainings, and sales opportunities**
- **Weekly Hours: 20-28 hours per week (varies based on monthly responsibilities)**
- **Reports To: Fitness Center Superintendent**

For a detailed job description & to apply please visit [www.americanfork.gov](http://www.americanfork.gov). Inquires for this position can be directed to our fitness superintendent [jbyington@americanfork.gov](mailto:jbyington@americanfork.gov)

RECRUITMENT WILL REMAIN OPEN UNTIL FILLED



**AMERICAN FORK**  
**FITNESS CENTER**

## RECRUITMENT: Welcome Desk Coordinator / Membership Sales Specialist

Part-time; Year-round / Average 20 - 28 hours weekly

Wage: \$18.00 - \$22.50

Hours: Monday - Thursday; 3:00pm - 8:30pm / some weekends / special events throughout the year. Some flexibility, but these are the general hours needed.

Position reports directly to the Fitness Center Superintendent

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### FRONT DESK SUPERVISION:

- Hire, train, schedule, discipline, terminate & evaluate individuals to work at the welcome desk. Assist with answering phones, registering patrons for activities and helping with other welcome desk responsibilities as needs arise
- Hire, train, supervise, schedule and oversee *facility supervisors* based on allocated hours and budget
- Create & closely monitor desk staff work schedules. Monitor & adjust schedule during peak times. Be available to address & assign last minute shifts that cannot be covered
- Responsible for overall customer service provided at the front desk to facility patrons and potential patrons
- Ensure that the welcome desk monitors all patron entry & exit facilities
- Make sure program flyers & information resources are current & up to date; hold group & 1-on-1 training sessions; be available off hours 6 days a week to address staff & facility issues as they arise
- Meets with the Superintendent regularly/weekly to review goals, make adjustments with desk staff, implement changes and carry-out the vision of stakeholders and executive staff
- Assist with communicating information for events, programming, calendar items, etc
- Implement the superintendent's vision, policies and procedures for the facility & welcome desk staff through training, meetings, etc.

## MEMBERSHIP SALES SUPERVISION:

- Work with the superintendent to analyze membership statistics & find areas/demographics to improve sales. Work with software data to drive decisions and find new avenues of revenue through membership sales
- Work with front desk staff to contact expired memberships and re-engage
- Engage patrons during their shift. Communicate with patrons, listen to feedback, implement change, and conduct facility tours. Assist with promotions and sales throughout the year
- Presenting membership options, addressing questions, and closing sales to new potential members
- Work closely with the superintendent to evaluate membership structures, categories, price points, marketing, and promotions throughout the fiscal year.
- Promote additional services like personal training sessions, group fitness classes, swim lessons, recreation plans, etc. Keep up-to-date on membership plans, pricing, and gym policies
- Work with office manager as needed with other areas of responsibilities
- Work with office manager & fitness superintendent with other front office duties
- Help with any city-wide special events related to fitness center responsibilities or involvement
- Establish accounts with corporations & businesses offering promotions on group purchases and memberships
- Manage corporate memberships & help with communications on supplemental insurance memberships

