

# Fitness Instructor (Dunes) Applicant Recruitment Pack

Sefton is a really great place to live and work



# Welcome

Hi,

We would like to thank you for your interest in the part time Fitness Instructor role at Dunes Splash World. This role will involve you conducting health checks, inductions, running synergy classes and prescribing safe and effective exercise programmes for member and users within the centre.

This is an exciting and rewarding opportunity for someone who thrives on being organised, able to multi-task, has excellent communication skills and wants to be at the heart of a busy and varied working environment.

You'll play a key role within the Fitness team at Dunes, keeping things running smoothly within the fitness suite and approaching every task with professionalism and a positive, can-do attitude.

The Job Description and Person Specification for this role are included within the job pack. If you have any questions about the vacancy, please refer to the job pack for the appropriate contact details.

If, when you've finishing reading this pack, you like what you see, and Sefton's Vision and Values align to yours then we can't wait to hear from you.

Best of luck!

Terry Game  
Senior Operations Manager  
Dunes Leisure Centre– Leisure Active Sefton



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## About the Borough of Sefton

Sefton is a confident and well-connected Borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most Borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the Borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The Borough benefits from excellent transport links, providing easy access to major North West cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.



## Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:



- **We put people at the heart of what we do** – ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other's views** – fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** – encouraging creativity and continuous development.
- **We are ambassadors for Sefton** – promoting the Borough positively and proudly representing our communities.
- **We are responsive and efficient** – delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** – being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

## Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded Good by the Care Quality Commission (CQC), and our Children's Services also



achieved a Good rating from Ofsted. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the Borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as the Cove Resort and Enterprise Arcade in Southport. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at [www.sefton.gov.uk](http://www.sefton.gov.uk)

## An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve **Navajo** accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.



For more information, please refer to our [Equality, Diversity and Inclusion Strategy](#)

## Liverpool City Region Fair Employment Charter



Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work, opportunities for progression,

strong employee voice, and a commitment to staff wellbeing. By aligning with the Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

### What We Can Offer You

- A supportive and collaborative working environment.
- An agile approach to working.
- Opportunities for professional development and career progression.
- A role where your work makes a real difference across the organisation.
- Flexible working arrangements supporting work-life balance.
- A strong commitment to equality, diversity, and inclusion.

You will benefit from a comprehensive local government employment package which includes the following:



- Competitive salary in line with NJC Local Government Pay Scales.
- Membership of the Local Government Pension Scheme (LGPS), providing a secure, defined benefit pension with employer contributions.

### **Annual Leave and Work-Life Balance**

- Generous annual leave entitlement, 28 days annual leave rising to 33 days with 5 years continuous service.
- Additional public (bank) holidays.
- Flexible working options to support a healthy work-life balance, subject to service needs.
- Option to purchase additional annual leave.

### **Learning, Development and Career Progression**

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

### **Health, Wellbeing and Support**

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.
- Policies that promote physical and mental wellbeing in the workplace.

### **Family-Friendly and Inclusive Policies**

Our family-friendly policies and flexible working arrangements help staff maintain a healthy work-life balance.

- Family friendly policies, including enhanced maternity, paternity, adoption, neonatal care and special leave to support with time off work to deal with issues when life events happen.
- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.



## Foster Friendly Employer Commitment

Sefton Council is proud to be a *Foster Friendly* organisation as recognised by The Fostering Network. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities.

This commitment helps ensure carers can balance fostering responsibilities alongside career, and reflects our dedication to supporting children, families, and those who care for them.

### Additional Benefits

- Access to salary sacrifice and employee benefit schemes (where applicable).
- Opportunities to contribute to meaningful work that supports local communities.
- A supportive, values led organisational culture.



### About the Role

An opportunity has arisen within Fitness Team at Dunes Splash World in Southport for a part time (16 hours) Fitness Instructor role.

We are looking for a passionate individual, who can work as part of a team of instructors supporting, motivating and ensuring the safety of members and users who use the fitness suite and associated facilities. You will support our members on their fitness journey; building rapport quickly to engage and educate them on the latest fitness trends, encouraging them take part in gym floor classes & supporting them through their training. Excellent interpersonal skills are essential allowing you to deal with customers in a caring, friendly and professional manner. Ideally you will have an enthusiasm for fitness, a passion for results and the drive to help people change their lives.

The role is to conduct health checks, inductions, run synergy classes and prescribe safe and effective exercise programmes for member and users. To provide a presence on the gym floor and always be available to assist customers with their exercise programmes and ensure that they are using the equipment correctly. The positions will also involve membership sales and retention, actively promoting and encouraging customers and visitors to join as full paying members. Member interaction and retention initiatives are key indicators within our business, and you will need to demonstrate skills in these areas. The ideal candidates will have the ability to teach small group classes.

### Qualifications

This position requires a Level 2 Gym Instructor Certificate, with the desire to work toward Level 3 and a current first aid at work certificate would be desirable.

### Skills and Experience

The ideal candidate should ideally be able to demonstrate a level of experience and knowledge commensurate with the position.

- Excellent interpersonal skills
- Ability to work as part of a team and independently
- Excellent communication skills
- Able to demonstrate good coaching skills and have the knowledge to educate members on the latest fitness trends and health strategies
- Small group exercise classes
- Caring friendly manner, with the ability to support and engage with members
- Health & Safety awareness

Please see Appendix A (page 9-10) & Appendix B (Page 10 for a full copy of the Job Description and Person Specification.



## Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

### 1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

### 2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.
- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses.

### 3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.

### 4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles.
- Emphasise impact – improvements, efficiencies, positive outcomes, or innovations.

### 5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

### 6. Showcase Transferable Skills

- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.

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- Provide examples that demonstrate these effectively.

### 7. Check Your Application Carefully

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

### 8. Submit Your Application Before the Deadline

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

### 9. Prepare for Potential Next Steps

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.

## Application and Selection Information

The closing date for this vacancy is **Monday 6<sup>th</sup> of July** (or earlier in the event of high volume of applications being received).

Provisional interview dates are **Week commencing 13<sup>th</sup> July 2026**.

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

**Please ensure that you meet all the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.**



## Appendix A – Job Description and Person Specification

<b>Post:</b>	Fitness Instructor (16 hours pw)
<b>Directorate:</b>	Communities
<b>Location:</b>	Dunes Splash World
<b>Division:</b>	Leisure – Active Sefton
<b>Grade:</b>	D – SCP5-6 - £25,583 TO £25,898 (pro rata)
<b>Reporting to:</b>	Operations Manager, Senior Operations Manager

### **Purpose of the Role**

To be part of a team of Fitness Instructors, supporting, motivating and ensuring the safety of customers and visitors who use the fitness suite and associated facilities. conduct health checks, inductions, Synergy classes and prescribe safe and effective programmes for member and users. To actively promote the facility and the membership options to our customers and visitors.

### **MAIN DUTIES**

1. Ensure a friendly and professional atmosphere, ensuring public are adequately always supervised.
2. Ensure that all members have received a sufficient induction and that all paperwork is completed in line with current procedures.
3. Always ensure a high standard of cleanliness, maintenance of the Fitness Suite.
4. To review and update all customers programmes.
5. To cover health and fitness classes as and when required.
6. To report any damaged pieces of equipment to the Operations Manager.
7. To assist in the upkeep and maintenance of the building by following approved repair and maintenance procedures.
8. To actively promote the membership packages and encourage customers and visitors to join as full paying members.
9. To keep up to date with changes in trends within the fitness industry.
10. To manage & promote the concept of health and fitness and extract information regarding usage.
11. To work closely with the Active Lifestyles Referral team to ensure the referral scheme is delivered to the highest possible standard.



12. To ensure that all adequate promotional literature is in place to promote activities and special offers, using a sales orientated approach.
13. Support other members of the centre / section with projects and initiatives that relate to the Active Sefton Programmes.
14. Be aware of and committed to equal opportunity principles and comply with the Council's equal opportunity procedures.
15. Be aware of Health & Safety principles and comply with the Council's Health & Safety Procedures. Note This is not a comprehensive list of all tasks which may be required of the postholder. It is illustrative of the general nature and level of responsibility of the work to be undertaken, commensurate with the grade.

### **SPECIAL CONDITIONS**

Since confidential information is involved with the duties of this post, the post holder will be required to always exercise discretion and to observe relevant codes of practice and legislation in relation to data protection and personal information.

- 16-hour per week post.
- The Council operates a no-smoking policy.

### **GENERAL REQUIREMENTS**

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

All staff are responsible for the implementation of the Health & Safety Policy as far as it affects them, their colleagues and others who may be affected by their work. The post holder is also expected to monitor the effectiveness of the health and safety arrangements and systems to ensure appropriate improvements are made where necessary.

The Authority has an approved equality policy in employment and copies are freely available to all employees. The post holder will be expected to comply, observe and promote the equality policies of the Council.

The post is customer facing therefore you must have the ability to fulfil all spoken aspects of the role with confidence through the medium of English.



Undertake, and participate in training, coaching and development activities, as appropriate. The person appointed will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

Note: Where the post holder is disabled, every effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.

**Prepared by:** Terry Game

**Designation:** Senior Operations Manager, Dunes Leisure Centre

**Date:** 11<sup>th</sup> June 2026

**PERSON SPECIFICATION**

**Post:** Fitness Instructor

**Department:** Communities

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
<b>Qualifications</b>		
Relevant Fitness Qualification (NVQ Level 2/Focus etc)	E	AF/I/C
Numerate and Literate	E	AF/I/C
First Aid Qualified	D	AF/I/C
Class Instructor Qualification (NVQ ETM, Les Mills)	D	AF/I/C
GP Exercise Referral Qualification	D	AF/I/C
Evidence of continued professional development.	D	AF/I/C
<b>Experience</b>		
Experience of working in a similar environment	E	AF/I
Marketing fitness facilities to a wide range of users	E	AF/I
Supervising a diverse group of users	E	AF/I
Managing a database and keeping confidential records	D	AF/I
Good knowledge of local and national trends and health strategies	E	AF/I
Knowledge of various types of fitness equipment	E	AF/I
Excellent interpersonal skills allowing you to deal with customers in a caring, friendly manners	E	AF/I
Ability to motivate customers	E	AF/I
Ability to work on own initiative	E	AF/I
Adapt to change	E	AF/I
Work Unsupervised	E	AF/I
Calm under pressure	E	AF/I
Smart appearance and pleasant demeanour	E	AF/I
Ability to conduct small group exercise classes	D	AF/I
<b>Other</b>		
Ability to understand and demonstrate a commitment to equality and diversity	E	AF/I

**Assessment Methods**

**AF:** Application Form

**I:** Interview

**C:** Certificates

**Prepared by:** Terry Game

**Date:** 11<sup>th</sup> June 2026

