

ANYTIME FITNESS UK PERSON SPECIFICATION – HEAD OF FRANCHISE DEVELOPMENT

Role Purpose: The Head of Franchise Development will join the Anytime Fitness UK & Ireland Franchise Development team. They will report to the Chief Development Officer and work and collaborate with the CEO, Directors of Franchise Operations and Director of Finance to develop the strategic direction for Franchise development and for the front-end growth of trading clubs.

The successful candidate will be to bring demonstratable knowledge from a previous role providing a strong strategic approach to scaling Anytime Fitness UK & Ireland, challenging and advising on business growth providing a clear vision and expertise.

Excellent interpersonal and communication skills and a desire to collaborate, will see the candidate be a well-respected member of the Support Office team and the Franchise network.

	Minimum Requirements	Assessment Method
Qualifications	<ul style="list-style-type: none"> Professional management qualifications are desirable 	Certification / Interview
Work Related Skills & Knowledge	<ul style="list-style-type: none"> Proven accomplishment within Franchise sales or equivalent high-profile sales role. Strong sales acumen with a solid track record of winning single business deals to the value of £350,000 or more. Proven track record and demonstratable knowledge of property acquisition. Demonstratable proficiency in technical areas of development. This includes site selection, demographic analysis and property contract negotiation. Previous experience in leading and managing a multi-faceted team. Demonstrated track record of excellent Project Management skills. Past success driving results via creative thinking and problem solving. Experience and knowledge of strategic planning and evaluation. Evidence of managing budgeting and reporting processes. Exceptional leadership skills and the ability to lead, coach, motivate and inspire staff to achieved desired outcomes. Ability to analyse data and implement appropriate strategies to promote improvements and raise standards. Exceptional networking skills 	Interview

	<ul style="list-style-type: none"> • Experience and ability to be able to plan and manage concurrent projects. • High level research skills required to collect and analyse market information, aggressively but appropriately compete against industry participants for increased market share, establish facts and interpret an extensive array of information in order to draw conclusions. • Must possess strong financial skills and demonstrated ability to analyse, articulate and implement financial models and structures. 	
Experience / Training	<ul style="list-style-type: none"> • Strong ICT skills including good working knowledge of a variety of Microsoft applications • Ability to deliver effective training to different groups of people, recognising additional training needs when required and able to develop these. • Experience in being responsible to multiple stakeholders 	Interview
Personal Qualities	<ul style="list-style-type: none"> • Outstanding leadership qualities with a proactive and flexible approach. • Ability to lead teams effectively and delegate tasks. • Ability to self-manage and work independently. • Proven capability to work innovatively and independently. • Excellent interpersonal and communication skills in dealing and collaborating with colleagues, partner organisations, the Franchisees and other stakeholders – experience in public speaking would be advantageous. • Strong organisational skills and ability to develop effective systems. • Resilient and confident character who can build strong relationships at all levels • Ability to work to high levels of accuracy under pressure • Ability to think and act strategically • A positive, enthusiastic outlook with the energy, drive and determination to succeed • Ability to work with tenacity • Able to respect and understand the importance of confidentiality, displaying integrity • Commitment and belief to the Anytime Fitness mission, values and ethos. • Ability to research, present or propose opportunities to Director level or above where required • Must be willing to travel where required. 	Interview



Our Values:

Coach: We coach our Franchisees and staff to be the best possible versions of themselves. We provide you with the right learning & development tools to achieve your goals and help our Franchisees achieve theirs.

Care: We care about people and their overall health, striving to provide a safe and welcoming environment for everyone. We are passionate about getting things right and being there for people when they need us most.

Connect: You will work in a close-knit team and get to know our Franchisees on a personal level. By striving for the best and listening to your colleagues, we learn together and keep improving our Franchisee's experience and more importantly enjoying the journey.