

Position: Regional Athletic Performance Director
Direct Reports: All senior coaches in the company

Position Summary:

The primary role of a Regional Athletic Performance Director is to ensure that “all key pillars of the coaching staff” are operating at a high level and always moving towards best practice. Demanding excellence in all coaching related activities is a key component to having retention of clientele and staff. Blending this desire for a high product quality must be blended with business acumen, internal staff management and development and external recruitment initiatives. This role is the heartbeat of the coaching staff to ensure training and business align. The Regional position is responsible for the growth and scalability of one of ATH’s specific training programs (Student, Next Level, Forever, Rebuild, and Team Athlete. The development of this training program is not confined to the coaching aspect but rather the strategic growth opportunities of the training program across the company and the integration of the partners and affiliates associated with it.

Primary Expectations:

1. Provide effective leadership to the Performance team (people, processes) to support the strategic needs of the facility.
2. Cultivates strategic customer relationships and ensures that the customer perspective is the driving force behind all value-added training operations.
3. Responsible for leading the facility’s implementation and execution of training programs, measurement of standards, staff development and environment.
4. Targets opportunities; establishes and achieves goals; is committed to continuous improvement and innovation; makes tough decisions; ability to work independently and stay focused.

Breakdown of role:

- a. Coaching – On the training floor.
- b. Coaching Development – Lead senior coach calls to receive updates and give feedback on training programs, internship education and evaluations. Facilitate continuing education through mentorship education. Overview of structured education programs through all levels, oversee quality control of facility programming and delivery.
- c. Administration – Communicate with Athletic Performance Directors regarding internal promotions. Communicate effectively via email and assist and coordinate regional and local partnership strategies.
- d. Growth and Strategy - Lead and assist collaborative education with healthcare partners and organize sports performance clinics.

	Coaching	Training Development	Administration	Growth and Strategy
Priority	Next Level	Quality control of training programs	Communication	Collaborative education
	1 : 1 Coaching	Senior coach calls	Facilitating internal development	ATH led clinics and conferences
		Mentorship education	Coordinating external initiatives	