



RECRUITMENT PACK

CUSTOMER ENGAGEMENT COORDINATOR -
MYACTIVE LEEK



myactive.uk/Careers



A MESSAGE FROM OUR MANAGING DIRECTOR

Thank you for your interest in joining MyActive in what can only be described as a career-defining opportunity to become the General Manager of MyActive Leek.



About MyActive

Established in October 2024, by Staffordshire Moorlands District Council together with its strategic alliance partner, High Peak Borough Council, we are a community focused, active wellbeing company established with a purpose of helping local people to move more.

We have the privilege of operating a wide range of facilities and services across the Staffordshire Moorlands and High Peak areas, in the attractive market towns of Cheadle, Biddulph, Buxton, New Mills and Glossop. Our life changing services also reach out to communities, collaborating with local systems and partners to help tackle inequality, long term health conditions and isolation.

This exciting opportunity in Leek offers the chance to lead what is essentially a brand-new facility from day one, preparing for its opening, assembling a new team, creating engaging, life-changing experiences and building a high performing culture which has people and community impact at its heart.

Our future is bright; together with our Council partners, we are investing in our people and facilities, which makes this a perfect time for you to join us.



Rob Wilks

MyActive

ABOUT MYACTIVE LEEK



MyActive Leek sits within the beautiful green space of Brough Park, in the heart of the Staffordshire Moorlands. Designed not just as a leisure centre, but as a welcoming anchor for the whole community; a place that supports people to move more, feel better and live healthier lives day to day.

The transformation of MyActive Leek, led by Staffordshire Moorlands District Council, is one of the most ambitious projects in our journey towards modern, inclusive active wellbeing service. The £17 million project has been funded by £10.8m from the UK Government, £3m from the Council, £1.8m from Sport England and over £1.1m from Salix for decarbonisation measures.

When it opens in Summer 2026, MyActive Leek will offer a thoughtfully designed indoor and outdoor spaces which encourage movement, fun, prevention, rehabilitation, community connection and friendship. The facility will include:

- 25m main pool and separate teaching pool
- Extended fitness suite and group exercise studios
- Adventure soft play with party area
- Active wellbeing suite to support new to exercise or health-based referral programmes
- Spaces that enable family activity, inclusive programming and partnerships with local health, education and community organisations
- A centre layout that puts accessibility, comfort and member experience at the heart of every visit





CUSTOMER ENGAGEMENT COORDINATOR

About the role

We are seeking a motivated self starter who will play a key role in delivering MyActive's core purpose with an unwavering commitment to our shared organisational values and agreed behaviours.

You will be instrumental in delivering outstanding customer journey and memorable experiences, promoting the benefits of movement and physical activity to improve health and wellbeing within the community.

This role requires proactive collaboration with customers, colleagues, and partners to ensure MyActive remains the service provider of choice, all while maintaining an unwavering commitment to our shared organisational values and core purpose. tackling health inequity.

Location

MyActive Leek

Salary

£28,000

Reports to
General Manager

What you'll be doing

- Demonstrate strong leadership in creating a welcoming, customer-focused environment
- Handle complex customer queries, complaints, and feedback, resolving or escalating as appropriate
- Support programme leads with customer engagement and administrative tasks (e.g. swim school bookings and communications)
- Ensure a consistent standard of customer care across reception, sales, and food & beverage
- Implement site level engagement strategy under the direction of the Customer Engagement
- Lead, delivering agreed initiatives
- Actively promote memberships, programmes and services in line with organisational targets and KPIs
- Maximise cross-selling and up-selling opportunities through proactive initiatives
- Support local marketing, outreach, and community engagement to raise centre profile and drive participation
- Monitor and report on sales performance, membership conversion and retention
- Support training, supervision, and day to day leadership of front line staff across reception, sales and food & beverage
- Contribute to staff engagement through training, communication, and recognition activities
- Work flexibly across sites as required, maintaining consistent professionalism and customer service standards

View the full job description and person specification and apply here:

myactive.uk/Careers



About you

We are looking for someone who is genuinely passionate, supportive and professional, driven by a commitment to improving community health and wellbeing.

To succeed in this key role, you must possess strong interpersonal and motivational skills, ensuring a can-do attitude.

You are a collaborative team player with excellent communication and organisational skills, able to deal effectively with people at all levels, maintain strong working relationships, and exercise the utmost confidentiality and sensitivity where required.

As an ambassador for MyActive, you will embody our culture and values, championing diversity and inclusion, and showing flexibility by working across various shifts to ensure outstanding customer-focused experiences. Furthermore, a strong commitment to continual professional development is essential to keep your expertise current in the world of fitness and wellbeing.

Why join MyActive?

At MyActive, we believe in the power of movement to transform lives. We're proud to deliver services that go beyond fitness. We are passionate about tackling health inequalities, building community connections, and supporting wellbeing for everyone.

You'll also benefit from:

- Access to our MyActive facilities
- Ongoing professional development and training
- Opportunities to contribute to regional wellbeing initiatives
- A supportive and collaborative workplace culture

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