

# KOPPLIN KUEBLER & WALLACE

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## **DIRECTOR OF WELLNESS & FITNESS PROFILE: THE OAKS CLUB OSPREY, FL**

### **DIRECTOR OF WELLNESS & FITNESS OPPORTUNITY AT THE OAKS CLUB**

The Oaks Club seeks a dynamic Director of Wellness & Fitness to lead their fitness and wellness center. The ideal candidate is passionate about promoting health and fitness, ensuring members receive exceptional service while achieving their wellness goals safely. Reporting to the General Manager, this role is instrumental in shaping the club's culture of wellness.

[Click here to view a brief video about this opportunity.](#)

### **ABOUT THE OAKS CLUB**

The Oaks Club is a private, member-owned sanctuary spread over a thousand acres south of Sarasota. It boasts pristine sugar sand beaches, lush nature preserves, and immaculate golf courses. Members enjoy many amenities, including private golf on two exceptional 18-hole courses, tennis, pickleball, bocce, croquet, fitness, wellness, and upscale casual dining options. The WellFit Center, with over 7,500 square feet of cutting-edge fitness equipment, offers a comprehensive health and fitness experience.

This close-knit community values individuals for who they are, fostering lifelong friendships and a sense of belonging. Members have access to activities such as boating, biking, and kayaking, as well as social events including book clubs, card games, theater trips, dance parties, and art exhibitions. The club also emphasizes philanthropy, supporting local charities and scholarship funds.

Dining at The Oaks Club is a culinary journey, with three onsite restaurants offering menus crafted by a fabulous Executive Chef and team. The club hosts unique dining experiences, from Farm-to-Table dinners to Family Fun Day. The Oaks Club provides a vibrant, healthy lifestyle with endless opportunities for relaxation, recreation, and genuine connection.

A state-of-the-art WellFit Center offers members over 7,500 square feet of state-of-the-art cardiovascular, strength training, and free weight equipment, group exercise rooms, two treatment rooms, locker rooms, plus a swimming pool.

### **THE OAKS CLUB BY THE NUMBERS:**

- Approximately \$22M Gross volume
- Approximately \$430,000 Fitness revenue
- Approximately \$125,000 Spa revenue
- Number of Club employees: 160 In-Season
- Jonas POS System and Accounting
- Fitness employees: 4
- There are 21 trainers and group fitness professionals who are independent contractors.
- Average age: 64
- Number of memberships: 860
- Number of visits to Fitness Annually: Approximately 34,000
- Number of Group classes per week: 40 to 45
- Estimated on-floor training hours per week: Up to 10 hours/week

www.kkandw.com

**THE OAKS CLUB WEBSITE:** [www.theoaksclub.com](http://www.theoaksclub.com)

### **DIRECTOR OF WELLNESS & FITNESS POSITION OVERVIEW**

The Director of Wellness & Fitness is responsible for the overall operation and development, organization, and maintenance of the Club's fitness and wellness programs, including personal training, group exercise classes, and member wellness initiatives. This individual oversees all fitness and wellness facilities and personnel, ensuring programs and services are delivered in an effective, efficient, and highly professional manner while maintaining exceptional standards of member service. The successful candidate must remain current on industry trends, best practices, and emerging wellness programs to continually enhance the member experience. They will actively promote the use of the fitness and wellness facilities through effective marketing, member engagement, and innovative programming designed to increase participation and satisfaction. As a key member of the Club's leadership team, the Director of Wellness & Fitness must be a strong, visible leader who fosters a positive, collaborative team environment. This individual leads by example, sets high standards of professionalism, accountability, and service excellence, and is committed to ensuring their team consistently reflects those same values. The Director is expected to coach, mentor, and develop staff while cultivating a culture of respect, teamwork, and continuous improvement that aligns with the Club's mission and service standards.

### **KEY INITIATIVES AND RESPONSIBILITIES**

- Serve as an exceptional leader and role model who inspires, motivates, and develops a high-performing wellness and fitness team.
- Partner closely with the General Manager and Executive Management Team to ensure wellness and fitness initiatives align with the Club's strategic vision, culture, and member experience objectives.
- Demonstrate a personal commitment to wellness, fitness, healthy living, and longevity, serving as a credible ambassador for the Club's wellness philosophy.
- Foster a culture of professionalism, accountability, teamwork, and continuous improvement throughout the department.
- Lead by example in all interactions with members, guests, and staff, setting the standard for service excellence, communication, and conduct.
- Build strong relationships across all departments to create a seamless and integrated member experience.
- Continuously evaluate industry trends, wellness innovations, and longevity-focused programming to enhance the member experience and position The Oaks Club as a leader in wellness.
- Actively mentor and develop the team, creating clear pathways for growth, engagement, and professional success.
- Embrace the wellness lifestyle and present it in a comprehensive way to the Oaks membership.
- Seek new and exciting opportunities to grow the fitness and wellness programs.
- Oversee departmental programs and services to meet budget objectives and exceed member satisfaction.
- Responsible for recruitment, hiring, training, scheduling, evaluations, and supervision of all fitness personnel.
- Establish and track goals for all staff.
- Coordinate fitness member communications, including weekly emails, club website, and newsletter.
- Oversee department POS operations to ensure accurate member billing and accurate sales/activity reports.
- Assist club management in implementing club policies, goals, standards, and procedures.
- Oversee facilities and equipment to ensure safety, cleanliness, and good working order.
- Advise on the maintenance, placement, and purchasing of all fitness equipment.
- Responsible for implementing department club rules and policies and reporting rule violations.
- Conduct new member assessments, orientations, and tours of the fitness facilities.
- Prepare and monitor operating and capital budgets; take corrective action as necessary to help ensure budget objectives are attained.
- Provide training and professional development opportunities for fitness staff and ensure that staff maintain all industry certifications.
- Attend and contribute to weekly management staff meetings; conduct regular meetings with department staff.

- Work with the Chair of the Wellness Committee, who is responsible for the agenda and for running the meetings in coordination with the Chair and General Manager. Attend all meetings.
- Maintain inventory of supplies, equipment, and retail merchandise.
- Complete other duties as assigned by the Executive Management Team.
- Responsible for fitness staff expenses and accurate, timely payroll processing.

### **INITIAL PRIORITIES OF THE DIRECTOR OF WELLNESS & FITNESS**

As an integral part of the OC's management team, the following priorities have been identified as the recommended primary focus:

- Meet and sincerely interact with and engage as many staff and members as possible. "Be present!" Build trust whenever and wherever possible, schedule interactive times, and follow up on details.
- Listen, observe, meet, and learn about the various departments, staff, and overall culture. The OC's brand has been built on superior customer service, and the successful candidate will integrate with the team and embrace the established work culture.
- Assess, evaluate, recommend, and articulate Human Resource needs.
- Develop a strong and collaborative working partnership with the General Manager, the Executive Management Team, and the Wellness Committee.
- Evaluate existing fitness, wellness, recovery, and longevity offerings and identify opportunities to enhance programs that support members' overall health, vitality, and quality of life.
- Assess the department's culture, staffing structure, service standards, and operational effectiveness, and make recommendations to elevate both the team and member experience.
- Create a strategic vision for the future of Wellness & Fitness at OC that aligns with the Club's strategic plan and overall future of the Wellness and Fitness expansion.

### **CANDIDATE QUALIFICATIONS**

- Five years of fitness center management experience and relevant fitness accreditation (CPT).
- Experience with fitness expansions.
- Personal trainer certification.
- TPI and Racquet Fit Certification preferred.
- Excellent written and oral communication skills, strong interpersonal skills, technologically savvy, and computer literate.
- Ability to work with a high level of confidentiality and professionalism.
- Minimum three years of private club experience as a spa and/or health and fitness manager or similar experience.
- Current AED, CPR, and First Aid certifications required.

### **PERSONAL ATTRIBUTES OF THE NEXT DIRECTOR OF WELLNESS & FITNESS**

- Work well with the club's department heads and senior leadership team.
- Enjoy being visible and engaging with members and staff.
- Possess keen problem-solving skills.
- Have a strong operational management record.
- Be a mentor to others, including 1099 and W2 employees.
- Be personally effective and organized.
- Have the entrepreneurial spirit to create new programs and respect what currently works for their membership.
- Be member-focused, dedicated, and delighted to meet the expectations and requirements of the members and their guests.
- Possess high energy and a genuine desire to interact actively with the membership on a professional and hospitable level.
- Have strong time management abilities: concentrate efforts on the more important priorities; get more done in less time than others; attend to a broader range of activities and demands.

- Enjoy public speaking.
- Possess personal character and charisma.
- Be an industry talent leader, assembling talented team members who work well together as a high-performance team.

#### **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- Bachelor's Degree in sports, health sciences, or a relevant field, or relevant experience preferred.
- Current certifications in fitness, nutrition, and group exercise.
- Preferably a minimum of 5+ years of experience as a Director of Athletics or Director of Fitness and Wellness.

#### **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

#### **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package, including association membership.

#### **INSTRUCTIONS ON HOW TO APPLY**

Please upload your resume and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

**Prepare a thoughtful cover letter addressed to Ms Holly Ferrell; General Manager/Chief Operating Officer**, and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career, and why TOC and the Osprey, FL area will be beneficial to you, your family, your career, and the Club if selected.

***You must apply for this role as soon as possible, but no later than July 13, 2026. Candidate selections will occur in late July August, with first and second interviews in early August. The new candidate should assume his/her role ideally in September.***

**IMPORTANT:** Save your resume and letter in the following manner:

**"Last Name, First Name - Resume" &**

**"Last Name, First Name - Cover Letter – The Oaks Club"**

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you cannot go back and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Katy Eliades: [katy@kkandw.com](mailto:katy@kkandw.com)

#### **Lead Search Executive:**

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