



# General Manager – Recreation Centre

**SALARY RANGE (2017):** \$70,000–\$120,000<sup>1</sup>

I love my job because my office is my favourite place in the world—a recreation centre. I’m living the dream, but it’s long hours and hard work. I need to manage staff, programs and volunteers. I deal with happy and not-so-happy customers every day. I’m a manager, a motivator and a mentor to my team.

**The Tip:** If the most interesting thing about you is something you read in a textbook, you’re probably not a very interesting (or unique) person. Go live life and have stories to tell.

## PRIORITY KNOWLEDGE AND SKILLS:

Job-Specific	Core Transferable
<ul style="list-style-type: none"> <li>• Financial management</li> <li>• Human resource management</li> <li>• Market analysis</li> <li>• Segmentation</li> <li>• Consumer insights/customer relationship management (CRM)</li> <li>• Revenue generation</li> <li>• Pricing</li> <li>• Sales &amp; distribution management</li> <li>• Branding &amp; positioning</li> <li>• Marketing communication</li> <li>• Promotions &amp; sponsorship</li> <li>• Event &amp; experiential marketing/program planning</li> <li>• Facility management</li> <li>• Contextual knowledge of sport</li> </ul>	<p>Be an expert at all core transferable skills:</p> <ul style="list-style-type: none"> <li>• Thinking skills</li> <li>• Communication skills</li> <li>• Organizational skills</li> <li>• Interpersonal skill</li> <li>• Technical literacy</li> </ul>

## BUILDING BLOCK EXPERIENCES:

<p><b>Education &amp; Learning:</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Health and Physical Education (Sport &amp; Recreation Management) with a minor in finance</li> <li>• Diploma in finance via Coursera</li> <li>• Canadian Society for Club Manager (CSCM) designation</li> <li>• Canadian Society for Exercise Physiology (CSEP) Certified Personal Trainer</li> </ul>	<p>I knew a university degree was key to break into sport &amp; recreation management. Doing a minor in finance helped me to understand some key financial principles that led me to a diploma in finance. As a general manager responsible for revenue generation and profitability, I need to always push myself and my staff away from complacency. If we aren’t leading, we’re following.</p>
<p><b>Employment Experiences:</b></p> <ul style="list-style-type: none"> <li>• Two internships at fitness clubs during university (one private and one public)</li> <li>• Worked as a personal trainer during university</li> </ul>	<p>Being in sport &amp; recreation is not about money, it’s about a passion. At the early stages of my career, I needed to persevere through the ups and the downs and using my sport &amp; recreation network was critical to remain positive. This</p>

<ul style="list-style-type: none"> <li>• At graduation, became marketing coordinator for a private local fitness centre</li> <li>• Promoted to marketing manager at private local fitness centre</li> <li>• Recruited as club manager for newly opened municipal recreation centre</li> </ul>	<p>professional network and my reputation have become my greatest career assets.</p>
<p><b>Community Experiences:</b></p> <ul style="list-style-type: none"> <li>• Coordinator of intramural sports for two years during university</li> <li>• I coach youth sport</li> </ul>	<p>Volunteer activities introduced me to people outside of my industry and network. This created the ability to develop, expand and prove my skills. My volunteer work has been an important foundation for building my humility.</p>
<p><b>Contextual Experiences:</b></p> <ul style="list-style-type: none"> <li>• An avid rock climber. Have climbed in nine different countries.</li> </ul>	<p>Exposure to diverse cultures reinforced my humility because it showed me the world is big and what I know is so small.</p>
<p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>• The athletic director at my university was my professional mentor</li> <li>• Client networks and personal relationships</li> </ul>	<p>Personal and professional relations are an anchor to professional success in sport &amp; recreation. Invest in them with purpose and make them a priority.</p>

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<sup>i</sup> Refer to:

[http://www.payscale.com/research/CA/Job=General\\_%2f\\_Operations\\_Manager/Salary](http://www.payscale.com/research/CA/Job=General_%2f_Operations_Manager/Salary)