**🧭 Aquatic Director Expectations**

**I. Leadership & Professionalism**

* Serve as a role model for staff by maintaining professionalism, composure, and integrity at all times.
* Lead with a solutions-first mindset and demonstrate strong decision-making in high-pressure situations.
* Maintain visibility and accessibility to patrons, staff, and upper management.
* Communicate clearly, respectfully, and proactively with team members and departments.
* Uphold and enforce all facility rules, safety standards, and policies.

**II. Staff Oversight & Development**

* Recruit, train, schedule, and manage a team of qualified lifeguards, instructors, and aquatic support staff.
* Provide consistent, constructive feedback and address underperformance in a timely, respectful manner.
* Lead regular in-service trainings and emergency drills to ensure team readiness and compliance.
* Foster a positive, accountable team culture with clear expectations and mutual respect.

**III. Operational Excellence**

* Ensure daily operations run smoothly and safely, including staff coverage, facility readiness, and customer satisfaction.
* Maintain accurate and up-to-date documentation (chemical logs, incident reports, certifications, inspections, etc.).
* Oversee opening/closing procedures and ensure facility cleanliness and functionality.
* Monitor water chemistry and equipment function in coordination with maintenance staff.

**IV. Emergency Preparedness & Safety**

* Maintain expert-level understanding of the Emergency Action Plan (EAP) and train staff accordingly.
* Be available for and capable of immediate response to any aquatic emergency.
* Conduct and document emergency drills regularly and implement post-incident evaluations.
* Ensure all lifesaving equipment is accessible, functional, and properly maintained.

**V. Program Development & Customer Service**

* Plan, implement, and evaluate swim lessons, lifeguard classes, aquatic fitness, and specialty programs.
* Ensure all programs meet quality standards, safety requirements, and participant needs.
* Communicate clearly and professionally with patrons, parents, and community partners.
* Address complaints or concerns promptly and with empathy, escalating when necessary.

**VI. Administrative & Financial Management**

* Manage department budgets, staffing schedules, payroll approvals, and program enrollment tracking.
* Maintain compliance with all local/state regulations and facility policies.
* Create and revise job descriptions, SOPs, checklists, and internal systems as needed.
* Report departmental updates to upper management in an organized, solution-focused manner.

**VII. Personal Responsibility**

* Maintain all required certifications and model best safety practices at all times.
* Be prepared to cover shifts, support emergency response, or adapt schedules as needed.
* Stay current on industry trends, legal standards, and training innovations.
* Take ownership of mistakes, grow from feedback, and uphold the mission of the facility and community.