Strategic Senior Aquatics Director

**Position Overview:**

The Strategic Senior Aquatics Director will oversee and unify all facets of the aquatics department, including swim school operations, staff training, team programs, and risk management. This role focuses on creating operational efficiency, safety, and community partnerships while building programs that enhance revenue and member engagement. The director will streamline administrative processes, optimize budgets, and ensure a cohesive and safe experience for all participants.

**Key Responsibilities:**

**Program Oversight and Development:**

* Manage and align swim school operations, including group lessons, private lessons, swim team, water polo, and new programs like noodle polo, to ensure consistency and quality across offerings.
* Create uniform processes for scheduling, pricing, and execution of lessons and team activities to address out-of-control demand and improve efficiency.
* Develop and implement innovative programming to attract and retain members, including family-focused initiatives, competitive and recreational team options, and skill-building clinics.

**Training and Staff Development:**

* Serve as the Director of Training to establish a standardized, high-quality training curriculum for all instructors, coaches, and lifeguards.
* Build a cohesive training framework to ensure safety, risk management, and customer satisfaction across all programs.
* Conduct building-wide drills and in-service training to ensure emergency readiness.

**Operational Efficiency:**

* Work with all directors to streamline administrative processes, cutting paperwork and improving time management by 50%.
* Regularly review budgets to eliminate waste and identify cost-saving opportunities while maintaining high program quality.
* Implement systems to ensure all programs operate efficiently, including centralized scheduling and resource allocation.

**Safety and Risk Management:**

* Maintain and enforce the highest safety standards across all aquatics programs and facilities.
* Develop and implement risk management protocols, including comprehensive in-service training and building-wide emergency drills.
* Collaborate with staff and leadership to identify and address potential risks proactively.

**Revenue Building and Community Engagement:**

* Design and execute revenue-generating projects, including new program launches, special events, and member-exclusive activities.
* Foster community partnerships and collaborate with small businesses to create mutually beneficial initiatives, such as discounts or shared promotions.
* Expand the “YMCA Without Borders” initiative, offering programs that reach underserved communities and promote inclusivity.

**Performance and Reporting:**

* Track key performance metrics, including member retention, revenue growth, and safety compliance.
* Provide regular updates and reports to leadership on the progress of programs, staff performance, and budget adherence.
* Set clear goals and expectations for program growth, safety standards, and member satisfaction.

**Qualifications**:

* Bachelor’s degree in Aquatics, Recreation Management, or a related field (Master’s preferred).
* Proven leadership experience in aquatics or swim school management, with a focus on staff development, operational efficiency, and risk management.
* Certifications in Lifeguarding, CPR/AED, First Aid, and Water Safety Instructor (WSI); Lifeguard Instructor (LGI) and Certified Pool Operator (CPO) preferred.
* Strong organizational and communication skills, with the ability to balance strategic planning and day-to-day operations.
* Experience in budgeting, program development, and community partnership building.

**Key Competencies:**

* Leadership: Inspires and unites staff across diverse programs to work toward shared goals.
* Efficiency: Identifies and implements strategies to reduce administrative burdens and operational costs.
* Safety Expertise: Ensures the highest level of safety and preparedness in all areas of operation.
* Innovation: Develops creative solutions to meet evolving community needs and revenue goals.
* Community Building: Establishes partnerships and fosters a welcoming, inclusive environment for all.

**Compensation**:

I’ve outlined a few flexible options to transition into the role, starting with an hourly rate or a retainer agreement. This approach would allow me to address immediate needs while gradually increasing my hours and responsibilities as the department stabilizes and grows. I’d love to discuss these options with you early next week to determine the best path forward for both the YMCA and myself.