

Post Title:	Location Base:	Reporting To:
Swimming Academy Manager	All BH Live Active – Bournemouth, Southampton and Portsmouth sites	Group Swim & Junior Activities Manager
Summary of role		
Responsible for managing, delivering, and upholding high standards across all operational areas of the BH Live Swimming Academy. Supports the Area and Centre Managers in ensuring consistent operational practices, strong financial performance, and optimal occupancy levels. BH Live is committed to safeguarding and promoting the welfare of children and vulnerable adults. Rigorous checks will be made of the successful applicant's background credentials, including referencing and an enhanced DBS checks.		
Main duties and responsibilities		
• To provide operational leadership of the BH Live Swimming academy across all relevant centres. • Ensure delivery of high-quality Learn to Swim and school swimming programmes across all contracts. • Conduct regular audits of programme performance, including monitoring key performance indicators such as occupancy, progression, and customer satisfaction. • Ensure the effective use and maintenance of online booking and customer management systems to streamline class registration, payments, and communication. • Monitor and use customer data and insights to inform programme improvements • To manage and motivate the Senior Swimming Co-ordinators and ensure their effective performance across their divisional places of work. • Oversee the Senior Co-Ordinators to ensure staffing levels meet the programming needs. • Deal with any escalated customer complaints as necessary in a friendly and professional manner in accordance with Customer Policies. • Support the operational teams to achieve financial and occupancy targets. • Work with local schools to plan, book and deliver a programme of school swimming across all centres. • Work with Swim England to ensure best practice and implement new products and initiatives. • Develop partnerships with aquatic clubs to achieve local, county and regional objectives. • Work with the IOS to provide a schedule of swimming teacher qualification courses and CPD's for new and existing staff. • Contribute to the ongoing Swimming Development within Bournemouth, Poole, Portsmouth and Southampton through linking with schools, educational providers and local clubs. • Fulfil local authority partner reporting requirements for programmes. • Work with marketing teams to produce content for social and other marketing campaigns • To be fully aware and adhere to the Centres' Normal Operating Procedures and Emergency Action Plan. • Travel across BH Live Active sites, covering Bournemouth, Southampton and Portsmouth.		

Skills and experience	
Details	Criteria
Extensive experience of dealing with customers, including dealing with complaints	Essential
Practical experience working as a swimming teacher.	Essential
Practical experience of managing a team and resource levels	Essential
Ability to use own initiative.	Essential
Excellent communication skills.	Essential
Calm and level-headed under pressure	Essential
Able to work unsocial hours, including evenings and/or weekends.	Essential
Passion to provide excellent customer service.	Essential
Practical experience dealing with customers on the front line.	Essential
Enhanced DBS clearance	Essential
Qualifications	
GCSE Maths and English Grade C/4 or equivalent in Maths and English	Essential
Swim England Level 2 Teachers Qualification	Essential
Swim England Tutors Qualification	Desirable
Driving licence and access to a vehicle with business insurance	Essential

Roles and responsibilities will evolve and change over time.

Owner: HR

Date updated/date effective from: 24.10.2025