



Parisi Program Director Job Description

POSITION REQUIREMENTS:

As Program Director, it is essential to understand the critical responsibilities of the position and the impact this role has on success. The Program Director is the conduit to a well-run, effective franchise. Program Directors must learn and take ownership of the primary functions and possess the personal qualities that represent the Parisi brand.

- ❖ Minimum 40-hour workweek
- ❖ Available during the hours of 12:00P – 9:30P weekdays, and 9:00A – 1:00P on Saturday
- ❖ Must have transportation
- ❖ Must dress in approved Parisi apparel
- ❖ Maintain PSS certification every 2 years

PRIMARY RESPONSIBILITIES:

- ❖ Launch a successful opening (if a new franchise)/grow existing membership (if existing franchise)
- ❖ Maintain effective scheduling of programs
- ❖ Deliver 15-20 membership sessions per week.
- ❖ Utilize software to track and evaluate daily numbers and effectively manage the sales funnel
- ❖ Review business progress and prepare reports for management
- ❖ Conduct required marketing outreach actives and build/develop community relationships
- ❖ Handle inquires regarding the PSS and programming
- ❖ Complete evaluations and sell Parisi programming closing 80% of all sales
- ❖ Sell and service PEAK athletes
- ❖ Build and maintain parent rapport
- ❖ Manage team and camp sales funnel
- ❖ Close 33% of camp/team training sales
- ❖ Implement and manage Parisi Challenge (at least quarterly)

PERSONAL QUALITIES:

- ❖ Maintain high standards of business ethics/Parisi best practices and effective daily operations
- ❖ Represent the Parisi brand well by being an ambassador through:
 - Acting in a professional manner at all times
 - Differentiating the Parisi brand by promoting the values and mission.
- ❖ Maintain good working relationships and mutual cross-functional opportunities within the facility.
- ❖ Able to motivate and work effectively with young athletes.

REPORTING RELATIONSHIPS:

- ❖ This position reports to the facility's Owner