



Job Description

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Job Title Sports and Fitness Manager	Job Location Dar es Salaam	Category -
Job Type Full Time	Job level Manager	Industry Leisure & Hospitality
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Leisure & Hospitality: 5 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

The Sports and Fitness Manager is responsible for overseeing the full operations, performance, and commercial growth of all sports and fitness activities. This role leads the Sports Section as a business unit, driving revenue generation, business development, and member engagement across a wide range of sports, fitness, and wellness programs. The manager ensures high service standards, supervises sports staff, develops strategic programs, and builds partnerships that enhance participation and profitability.

Responsibilities

- Oversee and manage the overall performance of all Sports Sections, including Football, Volleyball, Lawn Tennis, Basketball, Gym, Squash, and other indoor/outdoor sports activities.
- Lead the Sports Section as a commercial business unit, with full responsibility for business development, revenue generation, financial planning, new income streams, and achievement of financial targets.
- Develop and execute a Sports Business Strategy focused on growing participation, enhancing member experience, expanding partnerships, and improving profitability.
- Support the General Manager in the supervision, development, and performance management of all Sports Section staff.
- Design, implement, and evaluate diverse sports, fitness, and wellness programs for members and non-members, ensuring commercial viability and alignment with business development goals.
- Drive membership growth and retention through innovative sports programs, targeted campaigns, partnerships with schools, corporates, and sports organizations, and high- quality service delivery.
- Ensure delivery of exceptional service standards for both members and non-members, promoting a customer-centric sports business culture.
- Provide professional guidance and support to members in health, fitness, and physical training to help them achieve personal and club-related goals.
- Promote and sell sports programs, personal training services, wellness packages, and club events to maximize revenue.
- Handle staff grievances, complaints, and inquiries promptly and professionally; escalate complex matters to the General Manager as appropriate.
- Conduct quarterly or annual performance evaluations and provide individual feedback and coaching to staff.
- Enforce disciplinary procedures when necessary and make recommendations to management regarding staff conduct and performance issues.
- Collaborate with Marketing and Sales teams to develop, execute, and measure sports- related marketing campaigns, sponsorships, events, and promotional strategies focused on business growth.
- Organize regular events, tournaments, open days, and community outreach activities to drive visibility, revenue, and new memberships.
- Build strong relationships with members, partners, sponsors, and community stakeholders, fostering loyalty and long-term

engagement.

- Ensure all sports facilities, equipment, and environments meet safety standards, regulatory requirements, and company brand expectations.
- Enforce disciplinary procedures when necessary and make recommendations to management regarding staff conduct and performance issues.
- Collaborate with Marketing and Sales teams to develop, execute, and measure sports- related marketing campaigns, sponsorships, events, and promotional strategies focused on business growth.
- Organize regular events, tournaments, open days, and community outreach activities to drive visibility, revenue, and new memberships.
- Build strong relationships with members, partners, sponsors, and community stakeholders, fostering loyalty and long-term engagement.
- Ensure all sports facilities, equipment, and environments meet safety standards, regulatory requirements, and company brand expectations.

Education & Qualifications

- Diploma, Advanced Diploma, or Degree in Physical Fitness, Sports Management, Sports Business, or a related field from a recognized institution.
- Ability to pass standard health checks.
- Proficiency in Microsoft Office Suite.
- Strong ICT competency.

Requirements

- Minimum of 5 years of experience in a health club or sports facility management role, preferably with exposure to commercial operations or business development.
- Strong commercial acumen, performance management experience, and coaching capability.

Characteristics

- Excellent verbal and writing Communication Skills
- Excellent Interpersonal skills
- Negotiation Skills
- Leadership Skills
- Sales driven mentality
- Good teamwork skills

Reporting To

General Manager

Driving Licence

Not Required

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