

3 Things You Must do to Recruit Top Personal Trainers

When it comes to recruiting personal trainers for the health and fitness industry, employers and hiring managers need to rethink their message. Top talent isn't going to respond to job postings with a two-line job ad, or a mercenary ad that screams "We just care if you reach your quota". Job seekers are interested in "What's in it for me"?

Here are 3 tips on how to meet the needs and desires of accomplished fitness professionals:

1. Really great candidates want to work for terrific companies. When creating job postings, hiring managers need to take the same care in crafting their message as the marketing team does when advertising for new members. Branding your recruitment ads is critical. Your opening paragraph should tell a story about your club and organization, any unique elements and accolades your organization may have. Speak about the amenities, equipment, member demographics and all the things a prospective employee would want to know before they come to work for you.
2. Your job description should address specific needs your fitness department has. Most clubs and studios have a wide range of members. If you have a large senior population and are looking for personal trainers with experience in this group, say that in your ad. Also, sports performance training is gaining in popularity as parents are investing in their kids with the hopes of obtaining college scholarships. Certainly, clubs are looking for trainers who are experienced in personal training, with education and certifications and know how to self-market and sell personal training. Take time to create this message so you don't scare off quality candidates with a mercenary message.
3. Job seekers are interested in what's in it for them. Think about your program and explain your compensation plan in detail. Don't just list \$18-\$55 and hour in your ads. Let people know what to expect in a crystal-clear message. As an example, if trainers with zero experience are a consideration, say that in your ad and explain what their hourly rate would be plus commissions and bonus. If accomplished trainers with education, numerous certifications and 5+ years of experience are joining your team and you are paying a guarantee for 20 hours per week with hourly pay, plus commissions and bonus, plus paid time off, continuing education reimbursement, and health care contributions, spell out the details in your ad.

When recruiting for your business, the way you represent yourself in recruitment ads, speaks volumes about the way you run your business. I would recommend that the fitness department and key marketing staff create the job postings together. Take your time to create well thought out job postings and you will receive a tremendous payback!

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