

ATHENS YWCO

Aquatics Director

Aquatics Director

REPORTS TO Chief Executive Officer	EMPLOYMENT STATUS Full-Time	SUPERVISES Swim Lessons Instructors, Aquatics Instructors, Lifeguards, and assigned aquatic staff
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Position Summary

The Aquatics Director leads the Athens YWCO's aquatics operation, including swim lessons, group aquatic fitness, lap and recreational swim programming, pool safety, staffing, scheduling, member engagement, customer satisfaction, revenue performance, and regulatory compliance. Reporting directly to the CEO, this role sets the vision and performance direction for a safe, welcoming, high-quality aquatics program that serves members, participants, youth, adults, families, and older adults.

Essential Responsibilities

- Develop, implement, and evaluate a comprehensive aquatics program portfolio that may include swim lessons, aquatic fitness, lap swim, open swim, water safety, special events, adaptive or active-aging offerings, and new programming responsive to community demand.
- Set annual aquatics revenue, enrollment, participation, retention, and satisfaction targets; develop operating plans, pricing recommendations, enrollment strategies, and program schedules to achieve approved goals.
- Develop and manage an aquatics KPI and outcomes dashboard that tracks revenue, enrollment, attendance, utilization, retention, member and participant satisfaction, safety incidents, staff credentials, program outcomes, and service improvements.
- Recruit, train, schedule, supervise, credential, coach, and evaluate swim instructors, aquatic fitness instructors, lifeguards, and other assigned aquatic staff.
- Build a member-engagement and participant-experience approach that welcomes new users, gathers feedback, responds to concerns, strengthens retention, and creates a positive, inclusive pool environment.
- Explore, pilot, and implement innovative aquatics, fitness, wellness, active-aging, family, water-safety, and community programs that expand access, relevance, and earned-revenue opportunity.
- Maintain rigorous pool-safety, risk-management, emergency-response, incident-reporting, sanitation, chemical-handling, and operational procedures in accordance with applicable regulations and organizational policies.
- Coordinate with Operations and Facilities regarding pool maintenance, equipment, water-quality systems, vendor support, inspections, repairs, closures, and capital needs.
- Partner with the Communications and Engagement Manager, Guest Services, Development Director, and program leaders to promote aquatic programs, grow participation, support special events, and communicate water-safety and wellness impact.
- Maintain accurate program records, staff certifications, training logs, safety documentation, incident reports, supply inventories, budgets, and required compliance files.
- Serve as the aquatics emergency-response leader or incident commander as assigned and ensure staff are trained and prepared for emergencies.

Supervisory and Working Relationships

- Reports directly to the CEO and directly supervises Swim Lessons Instructors, Aquatics Instructors, Lifeguards, pool staff, and other assigned personnel.
- Works closely with Fitness and Wellness, Operations, Facilities, Guest Services, Finance, Communications and Engagement, Development, and Community Programs.
- Serves as the senior staff leader responsible for safe, compliant, financially sustainable, member-centered aquatics operations.

Required Qualifications

- Bachelor's degree in aquatics, recreation, health, exercise science, education, business, or a related field; equivalent relevant experience may be considered.
- Five or more years of aquatics, recreation, fitness, or pool-operations experience, including staff supervision or lead responsibility.
- Current or ability to obtain and maintain applicable aquatic safety, CPR/AED, first aid, and pool-operator credentials required for assigned responsibilities.
- Demonstrated ability to lead safety-sensitive operations, grow participation, manage budgets or revenue targets, and use data to improve service quality.

Preferred Qualifications

- Experience in a YMCA, YWCO, recreation, fitness, health club, community center, school, or municipal aquatics setting.
- Experience launching new aquatic programs, membership offerings, active-aging initiatives, or water-safety programming.

Core Competencies

- Aquatics safety and risk management
- Program innovation and revenue growth
- Member engagement and service recovery
- Data-informed performance management
- Staff coaching and operational leadership

Physical and Work Environment Requirements

- Ability to work in and around an indoor pool environment, including wet, humid, and chlorinated conditions.
- Ability to demonstrate water-rescue techniques and lift or assist participants when necessary.
- Availability for some early morning, evening, and weekend programming and emergency response needs.

This job description is intended to describe the general nature and level of work performed. It is not an exhaustive list of duties, responsibilities, or qualifications. The Athens YWCO may revise duties or assign additional responsibilities as organizational needs evolve. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform essential functions.