



ASSISTANT GENERAL MANAGER

Full-Time Non-Exempt

Reports to: General Manager

We're seeking an **Assistant General Manager** to join our leadership team and support daily club operations—driving sales success, ensuring member satisfaction, and maintaining a clean, welcoming facility.

This role is offered by JEM Wellness Brands, the proud franchise operator of **Crunch Fitness**, the “No Judgment Gym” known for fun, effective workouts. Crunch ranks **#1 in fitness** and **#32 overall** on Entrepreneur’s Franchise 500 (2025), with 3M members, 500+ locations, and its new Crunch 3.0 design.

JEM is growing fast and committed to your future. Since 2022, we've acquired six Northern California Crunch locations, partnered with Atticus Franchise Group, and set a goal to open **75 new gyms by 2032**. This year, we celebrated a Brookfield, WI opening with NBA star **Trae Young** and JEM leadership. We're building a movement of self-improvement through purpose-driven work and people-first culture.

Position Overview

The Assistant General Manager is an hourly, non-exempt operational leader who plays a critical role in supporting the General Manager and leading the team to deliver an exceptional member experience, achieve revenue goals, and maintain operational excellence. This role focuses on executing the daily plan, leading shifts, and ensuring compliance with brand standards—not employment decisions.

While the Assistant GM provides strong leadership on the floor and supports operational priorities, all employment-related authority—including hiring, termination, pay, and policy interpretation—remains with salaried management. The Assistant GM thrives in a fast-paced environment, demonstrates exceptional service and coaching skills, and is passionate about fitness and people.

Assistant General Manager Responsibilities

Team Leadership & Development

- Assist in recruiting, training, and developing high-performing team members to maintain proper staffing levels.
- Lead with JEM's core values: Resilience, Service, Transformation, Excellence.
- Monitor and scoreboard staff performance to meet or exceed KPI standards.
- Lead by example by delivering personal and team performance targets.
- Provide ongoing coaching, development plans, and regular staff meetings.

Operational Support

- Support the General Manager in scheduling, labor management, and payroll processing.
- Ensure compliance with Crunch policies, procedures, and service standards.
- Oversee facility cleanliness, equipment maintenance, and inventory management.
- Utilize Crunch-specific tools for communication, documentation, and incident reporting.

Sales & Member Engagement

- Drive lead generation and outreach efforts to impact new member sales.
- Support new member acquisition and integration into all services and programs.
- Resolve member service issues promptly and with empathy.

Financial & Administrative

- Assist in managing expense controls, purchasing, and budget adherence.
- Implement recovery plans when financial goals are not met.

Required Skills & Experience

- Fitness facility or customer service-oriented management experience.
- Proven ability to execute objectives quickly and manage KPIs effectively.
- CPR/AED certification (or ability to obtain within 30 days of hire).
- Strong communication and leadership skills.
- Understanding of labor control and staffing optimization.

Preferred Experience

- 2+ years of fitness facility or customer service-oriented management experience.

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Physical Requirements

- This is a physical role requiring the employee to frequently lift and/or move up to 50 pounds and may require standing or bending for prolonged work hours

Education Requirements

- High school diploma or GED required
- Bachelor's degree in business management or related field preferred

Schedule Requirement

This position is designated as a day-shift role. Employees must be available and flexible to work any day of the week, Monday through Sunday, as scheduled by the Company. Work schedules may vary based on business needs.

Benefits

- **Comprehensive Health Coverage** – Full-time team members are eligible for medical, dental, and vision insurance.
- **Income Protection** – Short-term and long-term disability insurance available for full-time employees.
- **Additional Coverage Options** – Access to a variety of ancillary insurance plans for full-time employees.
- **Retirement Savings** – 401(k) plan with employee contribution options, available to all employees after six months of service available for full-time and part-time employees.
- **Paid Time Off** – Full-time hourly team members are eligible for accrual-based Paid Time Off and can earn up to 40 hours per year.
- **Wellness Perks** – Complimentary Crunch gym membership for all employees.
- **Safety & Certification Support** – Free CPR/AED re-certifications provided by the company for all employees.

Disclaimer

It is the responsibility of the candidate to obtain and maintain all required certifications at their own expense, including but not limited to Personal Training Certification, Group Fitness Certification, and CPR/AED Certification, as a condition of employment.

About JEM Wellness Brands

Founded in 2022, JEM Wellness Brands is a first-in-class health and wellness franchisee platform and an official franchise partner of Crunch Fitness. Our mission is simple: to empower people to feel good in their bodies, confident in their choices, and connected to a lifestyle of wellness. Through our portfolio of industry-leading brands, we do good by doing well.

We envision a world where wellness is accessible, inclusive, and deeply personal—where fitness, beauty, and recovery are not just services, but a way of life. Guided by our core values of **Resilience, Service, Transformation, and Excellence**, we strive to create meaningful experiences for our community, team members, and customers.

At JEM, culture is our heartbeat. We're a team of passionate leaders and purpose-driven professionals who celebrate wins, support growth, and put people first—always.

Additional Requirements & Equal Opportunity Statement

All employees at **JEM Wellness Brands** must be **18 years of age or older**.

Crunch Fitness Powered by JEM Wellness Brands provides equal employment opportunities to all employees and applicants and strictly prohibits discrimination or harassment of any kind. Employment decisions are made without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

Please note: **Crunch Fitness Powered by JEM Wellness Brands does not offer visa sponsorship or support visa transfers for this position. Applicants must be authorized to work in the United States without the need for current or future visa sponsorship.**

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