

Wellville Club & Courts

Health and Wellness Coach

Department: Membership & Community Engagement (KG's made-up department name)

Reports To: Akaylah Jaeke

Employment Status: Part-Time

FLSA Status: Nonexempt

Supervisory Responsibilities: None

Position Summary

The Health and Wellness Coach helps Wellville members identify meaningful wellness goals and build sustainable habits that support nutrition, physical activity, recovery, sleep, stress management, and overall well-being. Through one-on-one coaching, small-group programs, educational workshops, and regular follow-up, the coach provides a client-centered process that strengthens motivation, confidence, accountability, and self-management.

The coach works collaboratively with members and, with appropriate permission, Wellville trainers, instructors, and qualified healthcare or nutrition professionals. The position provides general evidence-informed wellness education and behavior-change support within the employee's credentials and scope of practice. **Unless the employee also holds an applicable professional license or credential, the position does not diagnose or treat health conditions, interpret medical data, prescribe exercise or supplements, provide nutrition consultation, or create individualized meal plans. (*This is what my research shows, unless you are looking for a dietitian, etc.*)**

Essential Duties and Responsibilities

- Conduct introductory coaching conversations to understand each member's wellness vision, priorities, strengths, readiness for change, preferences, barriers, available supports, and expectations for coaching.
- Explain the coaching process, the voluntary nature of participation, the limits of the coach's role, confidentiality practices, fees or program terms, and circumstances requiring referral or escalation.
- Partner with members to develop self-directed, realistic, and measurable wellness goals and practical action steps.
- Use evidence-informed coaching skills such as active listening, open-ended questions, reflective communication, strengths-based feedback, motivational interviewing techniques, and collaborative goal setting.
- Help members explore habits related to food choices, meal routines, physical activity, recovery, sleep, stress, time management, and other nonclinical wellness factors.
- Provide general nutrition and healthy-lifestyle information from credible, Wellville-approved public-health and professional sources within the coach's qualifications and scope of practice.
- Support members in applying general wellness information to goals they select without prescribing diets, supplements, treatment plans, or other services outside the coach's scope.
- Schedule and conduct follow-up sessions to review progress, celebrate successes, identify learning, address barriers, revise member-selected action steps, and maintain accountability.
- Maintain accurate, timely, objective, and confidential coaching records using Wellville-approved systems.

- Use Wellville-approved questionnaires, habit trackers, goal-setting tools, and nonclinical wellness measures within the coach's training and assigned responsibilities.
- If assigned and properly trained, collect non-diagnostic measures such as weight or body composition only with informed member consent, appropriate equipment procedures, privacy, and a respectful, weight-inclusive approach.
- Avoid guarantees, shaming, coercive practices, appearance-based assumptions, and unsafe or overly restrictive approaches to food, weight, exercise, or wellness.
- Recognize signs that may require referral, including reported eating-disorder behaviors, significant unexplained weight change, pregnancy-related nutrition needs, uncontrolled or complex medical conditions, medication questions, acute distress, pain, or requests for therapeutic diets.
- **Refer members promptly to a registered dietitian nutritionist, physician, licensed mental-health professional, physical therapist, athletic trainer, or other qualified professional when needs extend beyond the coach's role.**
- With the member's written permission and according to Wellville procedures, coordinate with personal trainers, strength coaches, group-fitness instructors, and qualified healthcare or nutrition professionals to support consistent member goals.
- Does not disclose coaching information to trainers, family members, employers, teams, or other parties without the member's authorization except when disclosure is required by law or established safety procedures.
- Develop and facilitate Wellville-approved group workshops, challenges, orientations, or seminars on general topics such as habit formation, balanced eating patterns, hydration, recovery, sleep routines, stress awareness, goal setting, and preparing for active lifestyles.
- Adapt education and coaching methods for adults of varying ages, cultures, abilities, health literacy levels, fitness experience, resources, and wellness goals.
- Support general wellness education for recreational athletes and court-sport participants while referring individualized sports-fueling, supplement, medical, or performance-nutrition needs to a qualified sports dietitian or other authorized professional.
- **Encourage appropriate use of Wellville memberships, programs, coaching services, fitness resources, and community supports based on member interests without using high-pressure sales practices. Yes?**
- Assist with member-engagement and retention efforts, including introductory consultations, wellness check-ins, program follow-up, educational events, and approved outreach to inactive or at-risk members.
- Track assigned service measures such as consultations, participation, follow-up completion, referrals, member feedback, program engagement, and retention-related outcomes without making unsupported health claims.
- Maintain current certifications, participate in required staff training, and stay informed about evidence-based health and wellness coaching practices and scope-of-practice requirements.
- **Maintain current CPR and AED certification – Need?**
- Follow Wellville emergency-response, incident-reporting, privacy, record-retention, child-safety, and professional-boundary procedures.
- Collaborate with other Wellville employees to provide a consistent, welcoming, and member-centered experience.
- Perform other related duties consistent with the position and the employee's qualifications.

Required Qualifications

- Current health and wellness coaching certification from a nationally recognized or Wellville-approved organization, or equivalent education and supervised coaching preparation approved by Wellville.
- Education or training in behavior change, coaching communication, goal setting, general nutrition and wellness principles, professional ethics, confidentiality, and scope of practice.
- Demonstrated ability to use a client-centered approach that supports self-directed goals rather than directing, diagnosing, prescribing, or treating.
- Ability to communicate general health and nutrition information accurately, clearly, and without exaggerated or unsupported claims.
- Ability to recognize needs outside the coaching role and make timely, appropriate referrals.
- Strong active-listening, interpersonal, motivational, presentation, organization, documentation, and time-management skills.
- Ability to establish rapport and maintain respectful professional boundaries with members of varied ages, backgrounds, abilities, identities, health experiences, and goals.
- Ability to protect confidential information and use sound judgment with sensitive health and wellness topics.
- Ability to work independently while collaborating effectively with fitness, membership, sports, operations, and qualified health professionals.
- **Current CPR and AED certification -Need?**
- Ability to work **confirm approximate weekly hours**, including selected early-morning, evening, or weekend appointments or workshops as needed.

Preferred Qualifications -PLEASE REVIEW

- **National Board Certified Health & Wellness Coach (NBC-HWC) credential.**
- **Associate, bachelor's, or graduate education in health and wellness coaching, health promotion, nutrition, exercise science, kinesiology, public health, psychology, counseling, nursing, education, or a related field.**
- **Experience providing one-on-one coaching, facilitating groups, conducting wellness workshops, or supporting behavior change in a fitness, healthcare, recreation, community, or employee-wellness setting.**
- **Training in motivational interviewing, trauma-informed practice, cultural humility, weight-inclusive coaching, or health literacy.**
- **Experience working collaboratively with personal trainers, fitness instructors, registered dietitian nutritionists, healthcare professionals, or multidisciplinary wellness teams.**
- **Knowledge of the needs of active adults, older adults, beginners, families, recreational athletes, and court-sport participants.**
- **Current First Aid certification.**
- **Wisconsin dietitian credential and Registered Dietitian Nutritionist (RDN) credential if Wellville intends the employee to perform individualized nutrition assessment, nutrition consultation, medical nutrition therapy, or meal planning within that professional scope.**

Knowledge, Skills, and Abilities

- Knowledge of evidence-informed health and wellness coaching principles, stages of change, strengths-based practice, goal setting, accountability, and sustainable habit development.

- Knowledge of general, population-level wellness guidance related to nutrition, activity, sleep, stress, hydration, recovery, and preventive health.
- Ability to distinguish general wellness education and coaching from dietetics, medical care, psychotherapy, rehabilitation, exercise prescription, and other regulated or credentialed services.
- Ability to listen without judgment, elicit member ideas, support autonomy, and communicate in a culturally responsive and accessible manner.
- Ability to facilitate engaging one-on-one sessions, small groups, workshops, and wellness programs.
- Ability to document services accurately while collecting only information needed for the coaching relationship.
- **Ability to use coaching, scheduling, membership, communication, and basic outcome-tracking technology selected by Wellville.**
- Professionalism, empathy, dependability, discretion, patience, adaptability, and commitment to continuing education.

Physical Requirements

The physical requirements listed below are representative of those needed to perform the essential functions of the position, with or without reasonable accommodation.

- Ability to communicate effectively in person, by telephone, by video, and through written or electronic systems.
- Ability to remain seated or standing for coaching sessions, workshops, consultations, and member events.
- Ability to move throughout the club, fitness areas, courts, meeting spaces, and event areas.
- Ability to set up and transport light workshop, display, or assessment materials and lift, carry, push, or pull up to **confirm appropriate weight** pounds.

Work Environment

This position works in private or semi-private coaching spaces and throughout an active fitness, sports, wellness, and recreation facility. The employee may experience music, whistles, elevated noise levels, frequent movement, fitness equipment, court activity, and members participating in a variety of programs.

Work may include individual appointments, group programs, community events, and collaboration with other Wellville staff. Some early-morning, evening, or weekend work may be required based on member needs and program schedules. [Confirm whether any approved remote coaching or local community outreach is part of the role.]

Scope of the Position

The Health and Wellness Coach provides a client-centered behavior-change process, accountability, and general evidence-informed wellness education consistent with the employee's education, certification, assigned duties, and legal scope. Coaching is not a substitute for medical care, dietetics, psychotherapy, physical therapy, athletic training, or individualized exercise programming.

Unless the employee separately holds an active credential that authorizes the service and Wellville has assigned that duty, the coach does not diagnose or treat disease or injury; interpret laboratory, genetic, or other medical data; prescribe or change medications, supplements, diets, or exercise; provide medical nutrition therapy or nutrition consultation; create individualized meal plans; treat eating disorders; provide psychotherapy; or guarantee weight, performance, or health outcomes.

If Wellville hires a Wisconsin-credentialed dietitian/RDN for this position, individualized nutrition services may be added only through a written duty assignment, appropriate consent and documentation procedures, professional liability review, and clear identification of when the employee is acting as a dietitian rather than as a health and wellness coach.

Equal Employment Opportunity

Wellville Club & Courts is committed to providing equal employment opportunities to qualified applicants and employees. Employment decisions are made without unlawful discrimination based on any status protected by applicable federal, state, or local law.