

# THE KILLARNEY PARK

**Job Title: Wellness Director**

**Location: Killarney Park Hotel, Killarney, Co. Kerry, Ireland**

**Department: Spa & Wellness**

**Reports To: Hotel General Manager**

**Oversight of both The Health & Fitness Club and The Spa**

**Position Type: Full-Time, Permanent**

## **Job Summary:**

The Wellness Director at The Killarney Park will oversee the creation and execution of a comprehensive wellness experience at the Spa, ensuring that both spa treatments and wellness programs are aligned with the hotel's luxury brand standards and philosophy. This role will involve managing the spa treatments, cold immersion therapies, wellness retreats, and outdoor wellness activities, while closely collaborating with the Spa Therapist Manager and external wellness providers. The Wellness Director will ensure the highest levels of guest satisfaction, uphold the Killarney Park and Wildsmith brand, and contribute to the overall financial and operational success of the wellness department.

## **Key Responsibilities:**

### **1. Spa Treatments & Wellness Services:**

**Spa Treatment Management:** Partner with the Spa Therapist Manager to develop and continuously refresh the Wellness & Spa treatment menu, ensuring that all services meet the latest wellness trends and guest expectations. Ensure that treatments are consistently aligned with the Wildsmith brand values of natural luxury and holistic well-being.

**Quality Control:** Maintain the highest standards of service by overseeing the delivery of spa treatments. Collaborate with the Spa Therapist Manager to monitor guest satisfaction, identify areas for improvement, and maintain consistency in service excellence.

**Brand Alignment:** Ensure that all wellness services, from spa treatments to outdoor wellness activities, reflect our wellness ethos and align with The Killarney Park's reputation for luxury and exceptional service. Work closely with the marketing and brand teams to promote the spa's offerings effectively.

**Treatment Innovation:** Introduce new spa services and therapies, including cold immersion techniques (e.g., ice baths, cryotherapy), and refine existing treatment offerings based on current wellness trends, guest feedback, and market demands.

**Guest Personalisation:** Lead the creation of bespoke wellness experiences that combine spa treatments and outdoor activities, providing guests with a holistic and tailored wellness journey.

## 2. Wellness Programs & Outdoor Activities:

Oversee the development and management of therapies, including ice baths, that support wellness, recovery, and rejuvenation. Ensure safety and efficacy in these services.

**Outdoor Wellness Excursions:** Design and coordinate outdoor wellness activities, such as nature walks, forest bathing, hiking, and other local outdoor pursuits. These programs should enhance the Wildsmith Spa experience by connecting guests with Killarney's Natural beauty.

**Collaboration with Local Providers:** Collaborate with local wellness experts, guides, and practitioners to offer unique and locally inspired wellness experiences (e.g., guided hikes, mindfulness in nature). Work together to integrate these outdoor activities into the spa and wellness offerings.

**Program Promotion & Guest Engagement:** Work with the concierge and guest services teams to ensure guests are informed about and able to book wellness experiences. Assist with the promotion of wellness programs to drive participation and engagement.

## 3. Collaboration with the Spa Therapist Manager:

**Service Excellence:** Collaborate with the Spa Therapist Manager to ensure that all spa treatments meet the high standards of service and quality expected by Wildsmith and Killarney Park Hotel guests. Provide regular feedback and support to spa therapists to maintain service excellence.

**Team Development:** Work together with the Spa Therapist Manager to ensure all spa staff are trained on new wellness trends and treatment protocols. Promote ongoing professional development and education for the spa team.

**Operational Coordination:** Ensure that daily spa operations run smoothly by working with the Spa Therapist Manager to manage scheduling, operational efficiency, and guest satisfaction.

## 4. Financial & Operational Oversight:

**Budget Management:** Oversee the wellness department's budget, ensuring that all spa services, wellness programs, and outdoor activities meet financial targets. Monitor expenses, maximise revenue, and ensure efficient resource management.

**Revenue Optimization:** Develop pricing strategies for treatments, wellness experiences, and outdoor activities. Implement promotional offers and seasonal packages that drive revenue while maintaining the Wildsmith Spa's luxury positioning.

**Performance Reporting:** Regularly review financial and operational performance. Provide reports to senior management regarding the wellness department's success, guest feedback, and opportunities for improvement.

## 5. Marketing & Brand Promotion:

**Brand Consistency:** Ensure that all wellness offerings (spa treatments, outdoor activities, and cold immersion therapies) are marketed and delivered consistently with the Wildsmith and The Killarney Park brand standards. Collaborate with the hotel's marketing team to develop promotional campaigns and online content.

**Wellness Program Promotion:** Assist with the development of targeted marketing campaigns that promote spa treatments, wellness retreats, and outdoor activities. Ensure the wellness programs are effectively communicated to the right guest segments.

**Guest Experience:** Help create personalised wellness experiences for guests by combining spa treatments and outdoor wellness offerings, enhancing guest satisfaction and encouraging repeat visits.

## 6. Health & Safety Compliance:

**Safety Standards:** Ensure that all wellness services, including spa treatments and outdoor wellness activities, comply with health, safety, and legal regulations. Work with the Spa Therapist Manager to implement proper safety protocols for cold immersion therapies and outdoor excursions.

**Risk Management:** Regularly assess risk factors and ensure that all wellness activities, from spa treatments to outdoor adventures, meet safety standards and are delivered with the highest level of care.

**Training & Certification:** Ensure that all wellness staff, including spa therapists and wellness guides, receive proper safety training and certifications as required by industry standards.

### Qualifications:

#### Education:

Bachelor's degree in Hospitality Management, Wellness Management, Spa & Therapeutic Services, or a related field (preferred).

Professional certifications in wellness modalities such as cold immersion, fitness, massage therapy, or yoga (preferred).

#### Experience:

- At least 5 years of experience in wellness program management or spa operations, with a minimum of 2 years in a leadership or management role.
- Proven experience managing spa treatments and wellness services, including therapies and outdoor wellness activities.

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- Experience working in collaboration with external wellness providers or local wellness experts.
- Experience in budget management, pricing strategies, and driving revenue growth in a wellness or hospitality environment.

## **Skills & Competencies:**

- Strong leadership and interpersonal skills with the ability to engage and inspire a team.
- Extensive knowledge of wellness industry trends, including cold immersion therapies, spa treatments, and outdoor wellness activities.
- Ability to collaborate with external providers to create seamless, high-quality wellness offerings.
- Strong organizational and project management skills, with the ability to manage multiple wellness programs simultaneously.
- Financial acumen, including experience with budgeting, forecasting, and maximizing revenue from wellness services.
- Exceptional communication and marketing skills to ensure the wellness programs are effectively promoted.

## **Key Performance Indicators (KPIs):**

- Revenue growth from wellness programs, spa treatments, and outdoor activities.
- Guest satisfaction levels and feedback scores related to wellness and spa experiences.
- Successful execution of wellness promotional campaigns.
- Achievement of financial and operational goals for the wellness department.
- Effective collaboration with the Spa Therapist Manager and external wellness providers.

## **Personal Attributes:**

Passionate about wellness and holistic well-being, with a strong interest in nature-based activities and outdoor wellness.

Creative and forward-thinking, with the ability to innovate and introduce new wellness offerings.

A strong leader with a hands-on approach, able to motivate and develop a high-performing wellness team.

Proactive, detail-oriented, and solution-focused with a commitment to exceptional guest service.

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## **Benefits:**

- Competitive salary and performance-based bonuses.
- Health and wellness benefits (e.g., gym membership, wellness retreats).
- Employee discounts on spa services and hotel accommodations.
- Opportunities for professional development and ongoing training.
- Unique opportunity to work with the renowned Wildsmith brand and contribute to the growth of wellness offerings at Killarney Park Hotel.

This role offers an exciting opportunity to contribute to the Killarney Park Spa evolution and growth, bringing innovative wellness programs to life while maintaining the luxurious standards of Killarney Park Hotel. The Wellness Director will play a key role in delivering a holistic wellness experience that includes spa treatments, outdoor activities, and cutting-edge wellness therapies, all while working closely with the Spa Therapist Manager and external partners.

