

**Role: Athletic Director**

**Date posted:** February 12, 2026

**Pay:** CA\$65,000.00–CA\$71,000.00 per year

**Job description:**

About Prime Performance & Therapy

At Prime', we're more than a high-performance training facility – we're a community with a combined team of sport conditioning coaches, Kinesiologists, Physiotherapists, Chiropractors and Massage Therapists. Based in Courtenay, BC, we specialize in unlocking the athletic potential of professional and aspiring young athletes and empowering all individuals of all backgrounds to move better, feel stronger, and thrive in life.

Our approach combines expert coaching, improving movement principles, electric atmosphere, and a commitment to fun, progressive training. From sport all-stars to everyday individuals discovering their inner athlete, we are dedicated to delivering measurable results while fostering a lifelong love for health and fitness.

Your Role

We are seeking a driven, growth-oriented Athletic Director to oversee and manage all training programs for our athletes, from youth to pro-sports. This role is for someone energetic , outgoing, passionate, and leads by example.

Please note new grads will not

Key Responsibilities:

- Design and supervise strength and conditioning programs tailored to athletes.
- Lead **group training sessions, semi-private coaching, and personal training.**

- Conduct **testing and data collection** to monitor and refine client progress.
- Manage this data using excel to create feedback reports (strong excel skills are needed)
- Collaborate on new program ideas and contribute to the evolution of Prime's offerings
- Ensure a safe, motivating training environment with an emphasis on proper technique and client well-being.
- Flexibility to work mornings, evenings, and weekends as needed.

#### What We're Looking For

##### Ideal Candidate Attributes:

- Strong **character and interpersonal skills** – You build trust and inspire others.
- An **entrepreneurial mindset** – You're a self-starter with innovative ideas to grow the business and your career.
- Passion for **empowering others** and a desire to leave a lasting impact on clients and the community.
- Experience working in a **collaborative team environment** with a growth-focused attitude.
- Leader qualities, able to seek and assess business needs.

##### Qualifications:

- **Minimum 3+ years of professional experience in Athletic Training required.** This is a mid-to-senior level role; candidates without prior industry experience will not be considered.

- Bachelor's degree in Kinesiology, Human Kinetics, Athletic Therapy, or a related field is an asset.
- Certified Strength & Conditioning Specialist (CSCS) or equivalent certification.
- NCCP Olympic Weightlifting or similar certification is an asset.
- Background as an athlete or coach is highly valued.
- First Aid & CPR-C certification (required).
- Liability insurance (required).
- A criminal record check for the vulnerable sector will be conducted.
- Advanced knowledge and ability with excel.

#### What We Offer

- **Competitive Pay:** \$65,000.00-\$71,000.00 per year.
- **Health Benefits:** Available starting after 3 month probation.
- **Professional Growth:** Work in an environment that actively supports your career development and entrepreneurial ambitions.
- **Perks:** On-site gym access, casual dress code, employee discounts, and on-site parking.

#### Why Prime' Performance and Therapy?

This is more than a job – it's a career opportunity for a coach ready to make a meaningful impact while growing alongside a thriving business. You'll have the autonomy to implement your ideas, work with a diverse client base, and collaborate with a team that values innovation, excellence, and connection.

Job Types: Full-time, Part-time

Benefits:

- Casual dress
- Company events
- Dental care
- Extended health care
- On-site gym
- On-site parking
- Paid time off
- Vision care

Ability to commute/relocate:

- Nanaimo, BC: reliably commute or plan to relocate before starting work (required)

Education:

- Bachelor's Degree (preferred)

Language:

- English (required)

Work Location: In person