

Performance Coach & Kinesiologist

Full-time | Reports to: Manager of Strength & Conditioning

About Pure

Pure Lifestyle is one of Winnipeg's premier integrated performance-health facilities: strength & conditioning, physiotherapy, massage, dietetics, mental health care, sports medicine, a minor injury clinic, and a full diagnostics lab (DEXA, VO₂, force plates) all under one roof.

We're expanding Pure Sport Science, our athlete development division, and we're looking for the leader who will help build it: someone who takes a full multidisciplinary care team, and a brand that athletes, teams, employers, and healthcare professionals across Manitoba already trust, and brings it all together into one complete athlete performance program.

The opportunity

The platform exists. What's missing is the leader who can connect all of it into something no traditional gym or single-discipline clinic can offer. This is not a role for someone who wants to run good sessions and go home. We're looking for someone who thinks like a builder: someone who reads the data, questions their own assumptions, and has the emotional intelligence to work with physicians, therapists, and dietitians as equals. If you're an established strength and conditioning coach who's been waiting for a platform big enough to match your ambition, this is it.

What you'll do

- ☐ **Lead the division:** Shape the vision and philosophy and establish Pure Sport Science (and yourself) as the standard for athlete development in Manitoba.
- ☐ **High-performance coaching:** Coach semi-private, sport-specific groups, and team sessions, developing U14-to-collegiate and pro athletes across a range of sports, safely, age-appropriately, and effectively.
- ☐ **Assessments & tech:** Run performance and health assessments using DEXA, VO₂, and force plates, delivering clear written reports to athletes and families.
- ☐ **Programming:** Write periodized programs and deliver them through our programming app.
- ☐ **Interdisciplinary collaboration:** Work with Pure's physiotherapists, dietitians, physicians, and mental-health team to support the complete athlete. This is Pure's real advantage, and it only works if you use it.
- ☐ **Division growth:** Build relationships with athletes, parents, teams, and clubs, and drive retention through measurable results, while maintaining elite service across your entire caseload.

Who you are

Required:

- ☐ Post-secondary education in Kinesiology, Exercise Science, or a related field.
- ☐ NSCA-CSCS, CSEP-CEP, or CSEP-CPT certification, or an equivalent credential.
- ☐ Proven experience coaching youth and/or competitive athletes.
- ☐ A relentless, self-directed growth mindset: you read the research, test your beliefs against the data, and push your own development as hard as you push your athletes'.
- ☐ Real leadership presence and equally real soft skills: able to build trust with a 15-year-old athlete, their parent, a physician, and a physiotherapist in the same day, knowing those are different conversations.
- ☐ Availability for a flexible schedule: shifts may include mornings, middays, and evenings. Regular evening availability is required; that's when athletes train.

Assets:

- ☐ Experience in a multidisciplinary clinic or integrated health environment.
- ☐ Familiarity with VALD technology, VO₂ testing, DEXA, and TeamBuildr.
- ☐ A track record of building a client base or growing a program.
- ☐ Established relationships within Manitoba's athletic community (teams, clubs, or schools), or a clear plan to build them fast.

Start date

We're targeting an August 2026 start. If the right candidate needs more time, we'll plan around it.

Compensation & growth

This is a permanent, full-time position with a competitive salary and comprehensive benefits, not a contract role. As the division scales, so do your role, responsibilities, and earning potential.

Why Pure

You won't be coaching in isolation. Every athlete you develop has a physiotherapist, dietitian, and physician down the hall, and every plateau, injury risk, or recovery question can be answered with real diagnostic data instead of a guess. That's a model very few facilities in Canada can deliver, and it's yours to lead.

How to apply

Send your resume and a short note on how you'd be a fit for this role to paul@purewinnipeg.com. We review applications on a rolling basis. Pure Lifestyle is an equal-opportunity employer.