Post Title: Membership Advisor

Purpose of Post:

Responsible to the Membership Manager for the provision of an effective service including the selling of memberships, direct debits, personal account management, selling of other Centre activities and functions and the day to day operation of the facility.

The post-holder will play a key role in realising the strategic vision of the company in the following areas:

- Improve Our Systems
- Care For Our Customers
- Meet Our Stakeholder Aspirations
- Develop Our Staff And Culture
- Improve Our Business Results

1. Improve Our Systems

1.1 Responsibility for ensuring that all paperwork is completed and inputted onto the membership system within set deadlines and in line with current membership and sales procedures.

1.2 Responsibility for producing daily sales and monitoring figures within set working deadlines.

1.3 To ensure the smooth running of the memberships, direct debit and booking systems.

1.4 To act as an initial point of contact for product and service enquiries and complaints either by letter, telephone, email or face to face, working closely with Reception staff to ensure an excellent level of customer service.

2. Care for Our Customers

2.1 To liaise with the appropriate officer of the organisation and their representatives to ensure an effective customer journey.

2.2 To undertake personal account management for our customers and to be responsible for retaining subscriptions.

2.3 To actively encourage wider use of the Centre's activities and facilities to current and potential customers, communicating new ventures, special offers, etc to customers.

3. Meet Our Stakeholder Aspirations

3.1 Implement sales plans and provide associated reports if required to the Membership Manager and Facility Management team and partners as required.

3.2 Support the continual improvement of customer communication.

3.3 To implement Continuous Improvement Plans, where required and to support company accreditations such as QUEST, Leisuresafe, and Investors in People etc.

3.4 To liaise with our key partners to explore opportunities and deliver shared objectives under the direction of the Membership manager.

3.5 To lead and take part in outreach work as and when required.

3.6 To maintain and develop good working relationships with both internal and external customers including public, Schools, Community Groups, Sports Clubs and Officers of the Council.

4. Develop Our Staff and Culture

4.1 To ensure adherence to the organisation's policies, practices and strategies including financial regulations, Direct Debits, data protection and health & safety requirements.

4.2 To ensure that the service reflects the commitment of OCLL to the goal of providing an excellent and professional service to the customer at all times.

4.3 To continue to develop a supreme level of product knowledge on all aspects of the sites timetables, facilities, prices and membership options, and to ensure the same with the Customer Service team.

4.4 Attend regular meetings with management and colleagues representing the Sales Team.

5. Improve Our Business Results

5.1 To lead in achieving personal sales targets under the direction of the Membership Manager.

5.2 To work with the Site Management in the marketing, promotion and continual development of the products and programmes through various forms of information i.e. press, promotions, leaflets, customer feedback and community events.

5.3 To undertake such other duties and responsibilities of an equivalent nature as may be determined by the postholder's manager when required.

5.4 To ensure that all systems and procedures are updated, maintained and carried out as appropriate and to assist in the identification and implementation of new developments, initiatives and policies.

Responsible to: Membership Manager

Person Specification: **Membership Advisor**

Ranking:

A = Essential at outset
B = Essential but support can be given to achieve
C = Desirable

Area	Requirement	Method of Assessment	Rank
Education and Qualification	NVQ Level 2 or equivalent.	Application form / Qualifications brought to the interview	A
	High standard of numeracy and literacy	Application form / Qualifications brought to the interview	A
	Marketing or sales related Qualification	Application form / Qualifications brought to the interview	B
Work Experience	Must be able to demonstrate a recent successful and significant record of achievement of memberships Sales within a Leisure facility or Health & Fitness Club environment	Application form/ Interview	B
	Must be able to demonstrate a good understanding of operational Sales within a leisure or health club environment	Application form/ Interview	B
	Must have experience of working to Sales, referral and lead generation targets	Application form/ Interview	B
	Experience of a membership software and sales monitoring systems	Application form/ Interview	B

	Must be able to communicate with a wide range of people effectively at all levels	Application form/ interview	A
	Must be able to assist in Marketing strategies & campaigns	Application form/ Interview	A
	Must have the ability to work outside normal office hours as required.	Application form/ Interview	A
Skills and Abilities	Must have sound knowledge & understanding of Sales operation including sales tracking and lead generation	Application form/ Interview	B
	Must have the ability to work effectively in partnership with the staff team and other colleagues across departments.	Application form/ Interview	A
	Must have the ability to assist in the implementation of company's policies and the achievement of service objectives.	Application form/ Interview	A
	Must have good communication skills written and verbal	Application form/ Interview	A
	Must have good Information Technology skills	Application form/ Interview	A
Personal Qualities and Attributes	Able to work unsupervised and to agreed outcomes	Interview	A
	Must be able to work to deadlines and a targeted work environment	Application form/ Interview	A
	Must be able to work as part of a team	Interview	A

	Pleasant friendly personality	Application form/ Interview	A
	Flexible approach to work	Interview	A
	Must have a keen eye for important details	Interview	A