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| **Profile Title:** | Membership and CRM Officer |  |
| **Reports to:** | Service and Membership Manager |
| **Employee****Management:** |  |  |  | **Profile Ref:** |  |
| **Purpose of the Post** |
| To assist in the delivery of our vision, ‘Inspiring people to lead active, healthy lives’, we must offer a fantastic, ‘customer focussed’ experience for members and users to be inspired to be active and healthy.The Membership and CRM (Customer Relationship Management) Officer will have responsibility for delivering a ‘customer focussed’ first class service to members and customers through the provision of quality administration and support services for memberships. The role will be responsible for ensuring memberships are administered effectively, through the effective management of the CRM and managing collections, rejections, debt and cancellations.The Membership and CRM Officer will administer strong systems which meet with all internal and external requirements, you will actively be managing the relationships with customers throughout their membership lifecycle ensuring that applications are handled professionally, seeking to retain members and managing situations where members experience financial difficulty.This role ultimately will contribute to the financial stability of the business through strong customer and financial management. |
| **Responsibilities** |
| * Working as part of the Business Development Team you will support your manager in delivering the projects and objectives of your team
* Working closely with your colleague’s ensuring that you make the right people aware of things at the right time and work together to deliver a ‘customer focussed’ first class service
* Playing your part in communicating with other teams, both within your direct team and outside of that to ensure that services and products we provide to our customers are consistent and of a high standard
* Working with your Manager to ensure we are ‘always improving’, feeding in your knowledge and ideas to make sure that we are meeting the needs of our customers
* Owning and managing the membership process from start to finish for all membership types, including: Processing membership applications, issuing membership materials/communications to sites and members as appropriate, ensuring that there is a stock at all times of required resources, when required setting up and maintaining records within the CRM system, managing all suspended memberships and referrals, managing all membership cancellations
* Managing the membership database, ensuring that the system is fit for purpose and contributing to developments and improvements and liaising directly with system provider and IT support team as appropriate
* Managing membership income processes including:
* Producing dishonour reports and taking appropriate action,
* Managing direct debits for memberships
* Processing and scrutinising rejection reports and taking appropriate action to collect and manage debt/arrears,
* Running BACS payments and issuing appropriate correspondence
* Producing debtors reports and taking appropriate action
* Maintaining sheets/reports for income, commission, membership expirations, corporates, referrals
* Managing records and archives both electronic and hard copies
* Maintaining strong working relationships with site teams ensuring the smooth flow of information including cancellation and amendment communications and providing support and guidance as required to the teams
* Alongside the Customer Contact Team, handling customer enquiries and membership issues in a professional manner, ensuring that issues, complaints and feedback are responded to and acted upon appropriately
* Proactively working with those seeking to cancel their membership to offer opportunities to continue their journey to continue being active with us
* Producing KPI information and acting on that intelligence to continuously improve the service
* Meeting the requirement of the business policies and procedures and making recommendations as and when necessary, on improvements and changes
* To work closely with the with the Customer Service Manager to maximise the utilisation and configuration of the CRM/Leisure Management System (LMS) for the business.
* Work alongside other teams in the business as ‘one team’ to deliver an effective function for CRM and membership management, this includes IT and finance.
* Reviewing and supporting change to company policies that are part and parcel of the role.
* Support the contact centre and wider teams in the business with complaints, daily queries and questions.
* Take an active role in identifying areas to improve our processes and members experience.
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| * Maintaining and developing good working relationships with both internal and external customers.
* Attending key meetings to assist in moving the company forward so we are always improving as a business
* In conjunction with the Customer Service Manager, managing budgets through to ensure agreed targets are achieved.
* Always acting to make a positive difference within your team and to customers, leading by example and ensuring high standards are upheld at all times.
* Adhering to all of Oldham Community Leisure’s (OCL) practices, policies and procedures.
* Ensuring procedures are followed in security, data protection, accounting and reconciliation of all monies and are completed in accordance with financial procedures.
* Undertaking other necessary duties and responsibilities, as required, that are commensurate with the role.
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| **Education and Training** | **Measure** | **Rank** |
| * Degree in relevant qualification or as a minimum NVQ Level 3 or equivalent
* Customer Service Training/Qualifications
* CRM/LMS Training/Qualifications
* High standard of numeracy and literacy
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| **Relevant Experience** | **Measure** | **Rank** |
| * Previous experience in a similar CRM/membership role
* Our ideal officer will have the key personable skills of caring, empathy, positivity and drive
* Experience of using CRM/LMS systems
* Experience of running Direct Debit payment collections
* Experience of managing debt
* Knowledge of Gladstone MRM
* Previous experience in the leisure industry
* Understanding and appreciation of the importance of excellence in customer service
* Good at problem solving and taking ownership
* Good communicator with high level of spoken and written English
* Good listening skills, understanding our members and customers’ requirements
* Confident in making decisions that support our customers and our business
* A team player that can work effectively as ‘One Team’ who can learn from colleagues but also share and develop our people
* A problem-solving attitude with a passion and enthusiasm for Oldham Active
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| **General and Special Knowledge** | **Measure** | **Rank** |
| * A sound understanding of the leisure industry.
* Understanding of the principles of how Leisure Trusts operate.
* Understanding of Direct Debit collection
* Understanding of CRM systems
* IT Systems. Including Plus 2 and MS Office
* Debt collection processes
* Data Protection
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| **Skills and Abilities** | **Measure** | **Rank** |
| * Possess strong leadership, motivational and team building skills.
* Possess excellent numerical ability, including the capacity to present information and data in a way that is easy to understand.
* Have an excellent knowledge of CRM/LMS, Microsoft Office applications and management software systems.
* Possess strong written and verbal communication skills.
* Ability to prioritise workloads and plan effectively.
* Able to work with little or no supervision.
* Ability to speak to different people at different levels and be assertive
* Handling difficult situations with understanding
* Problem solving
* Negotiation
* Data production and analysis
* IT system requirement planning
* Project management
* Decision making
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| **Additional Requirements** | **Measure** | **Rank** |
| * Willing to work flexibly in accordance with policies and procedures to meet the operational needs of the business
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| * Willing to undertake training and continuous professional development in connection with the post.
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| * Have high personal standards, an eye for important detail, and lead by example.
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Key:

A = Application

I = Interview

E = Essential

D = Desirable