



JOB VACANCY

MEMBERSHIP MANAGER

DESCRIPTION:

The ideal candidate for this position will have a passion for health and fitness and excellent customer service skills. You will have a working knowledge and experience of working within a sales position, the ability to work well under pressure and meet sales and retention targets.

Within this multi-site role, you will act as a customer service representative to 'Lifestyles' and 'Inspire' members, actively researching and implementing strategies to generate new membership sales (including new developments pre-opening campaigns) and improve membership retention. The successful candidate will also be responsible for managing all aspects of 'Lifestyles' and 'Inspire' corporate memberships and visiting venues outside of the Sports and Leisure Centre's in order to promote and raise awareness of the facilities.

The successful candidate will be required to be flexible and work from a range of sites across Coventry Sports Foundation and Coventry Sports Trust.

BENEFITS INCLUDE:

- Free use of our facilities over three sites (Xcel Leisure Centre, Alan Higgs Centre & Centre AT7)
- Excellent training and development prospects

DEPARTMENT:

Health & Fitness

PLEASE QUOTE JOB REFERENCE:

XL12

CLOSING DATE:

Thursday 15th February 2018

HOURS:

37.5

SALARY:

Competitive Salary

TO APPLY: Visit www.covsf.com/jobs for more details and complete the application form.

Coventry Sports Foundation is an equal opportunities employer.

Pride

Passion

Performance

JOB DESCRIPTION

Job title	Membership Manager
Main Location	All Sites
Reporting to	Health and Fitness Manager
Responsible for	Membership Sales Advisors

Responsibilities for all employees

- To embrace and lead by example on the company's key values of PRIDE, PASSION and PERFORMANCE.
- To undertake your duties to the best of your ability and fully comply with all of the Company's general standards and those relating to your specific role.
- To support the Foundations commitment to providing a safe environment for children and young people, ensuring awareness of the Company's Safeguarding Policy, Procedures and Practice Guidance, and to be vigilant, reporting any safeguarding concerns without delay.
- To attend and fully engage with all internal training and development requirements and opportunities, and maintain such qualifications as required by the demands of the role.
- To interact positively with customers adopting a friendly and professional approach at all times.
- To carry out tasks at a range of sites that are either operated or managed by the Company or where services are delivered by the Company.
- To be involved in any aspects or opportunities for sharing of good practice, expertise and responsibilities within the company.
- To generally help promote the work and public image of the company, always maintaining high standards of customer service and personal appearance.
- To undertake other duties and provide short-term cover where necessary, as specified by Management, which are appropriate to your qualifications, experience and general level of your position.



**Coventry Sports
Foundation**
More than just sport!

Overall purpose and objective of the role

To assist the 'Health and Fitness Manager' in managing 'Lifestyles' Membership for Coventry Sports Foundation and the 'Inspire' membership within Coventry Sports Trust, including the organisation of membership sales, retention, customer service, marketing and programming

Main Duties of the Role:

1. To have financial accountability for all activities under his/her control.
2. To monitor closely the financial performance of the 'Lifestyles' and 'Inspire' membership sales and retention, identifying and taking action on problem areas and advising Health and Fitness Manager as required.
3. To act as a customer service representative to the 'Lifestyles' and 'Inspire' membership databases dealing with enquiries and complaints in.
4. To provide specific membership statistics to the Health and Fitness Manager, including inputting data onto the Management Information System.
5. To provide weekly and monthly analysis of new members and cancellations to inform the management team of retention issues and trends.
6. To build up a rapport with members across Foundation and Trust facilities ensuring a high standard of customer service at all times.
7. To research and implement strategies to generate new membership sales and improve membership retention.
8. To be responsible for managing the 'Lifestyles' and 'Inspire' Corporate memberships – both existing companies and generating new business.
9. To liaise on a regular basis with the 'Lifestyles' and 'Inspire' Membership Administrators with regards to membership issues.
10. To deliver training to 'Lifestyles' Agents and 'Inspire' Membership Sales Advisors and be responsible for setting targets and providing ongoing management, mentoring and support for all representatives and monitoring their individual sales figures.
11. To provide regular meetings with 'Lifestyles' Agents and 'Inspire' Membership Sales Advisors and attend relevant departmental meetings.



Pride

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12. Attend regular meetings with the Health and Fitness Manager to report on all areas within 'Lifestyles' and 'Inspire' memberships and develop future initiatives.
13. To liaise and work closely with the fitness operations management, Centre General Managers/Centre Managers, Health and Fitness Manager and other staff as required with issues relating to customer service, operations, retention, marketing and promotions.
14. To work with the Health and Fitness Manager in the development of annual budgets and ensure through regular monitoring that the designated areas are working within budget.
15. To attend training/refresher courses as appropriate to maintain qualifications and standards of good practice and organise as is necessary for membership representatives and sales advisors.
16. To be responsible for mentoring, counselling, supporting, advising, coaching and the development of staff.
17. To ensure that all staff projects a professional, friendly and presentable image of the Foundation and Trust at all times.
18. To maintain all relevant administrative records and reports.
19. To ensure that all company policies and priorities are communicated to 'Lifestyles' and 'Inspire' staff along with reports in relation to monthly performance targets.
20. To carry out regular checks on internal promotional material (i.e. leaflets) to ensure correct information and appropriate levels are available.
21. To be pro-actively involved in the organisation and development of new and existing promotional activities linked with the work of the Foundation and Trust.
22. To visit venues outside the Centre's as required by the Health and Fitness Manager or member of the Management Team to promote the activities of both the Foundation and Trust.
23. To work within the Facility and Management team to play a leading role in developing future initiatives within 'Lifestyles' and 'Inspire' facilities.

This job description is neither exhaustive nor exclusive and may be reviewed and updated depending upon operational requirements and staffing levels.

Date: January 2017

PERSON SPECIFICATION

Qualities	Essential	Desirable
Personal attributes	<ul style="list-style-type: none"> • Self-motivated and highly organised. • Performance driven. • Outwardly enthusiastic and confident. • Ability to be positively persuasive and motivate individuals. • Friendly and approachable. • Flexible approach to work. 	<ul style="list-style-type: none"> • Interest in health and fitness.
Knowledge and Experience	<ul style="list-style-type: none"> • Working knowledge and experience within a sales position. • Product knowledge of industry related services. • Working knowledge of membership schemes and retention issues within the industry. 	<ul style="list-style-type: none"> • Experience of working within the leisure industry. • Knowledge of trends in the current market.
Special skills	<ul style="list-style-type: none"> • Communication skills. • Ability to work under pressure and meet sales targets. • Ability to encourage and motivate others. • Ability to relate to a diverse range of people. • Customer care skills. • Ability to work on own initiative as well as part of a team. • Organisational, planning and administration skills. • Time management skills. • Professional telephone manner. • Presentation skills. 	<ul style="list-style-type: none"> • Experience in marketing and promotions. • Delivering training courses to groups of people • Report writing skills.
General intelligence	<ul style="list-style-type: none"> • Basic / Intermediate IT knowledge • Basic literacy and literacy. 	



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Qualifications		<ul style="list-style-type: none">• Fitness Industry qualification.
Circumstances	<ul style="list-style-type: none">• Ability to work unsociable hours including evenings, weekends and bank holidays.• Ability to travel between sites during the working day.	

