

# Job Vacancy

Pride

Passion

Performance

## Job Title

# MEMBERSHIPS EXECUTIVE

## Description

The Wave' complex is a 600 capacity high octane waterpark in Coventry City Centre, which incorporates six thrilling rides, wave pool, lazy river & toddler area. In addition, there is a alfresco dining area and state-of-the-art fitness facilities, including a 25m pool, squash courts, and the tranquil Mana Spa, which includes treatment rooms & heat experiences.

With a proven track record in a sales environment and excellent customer services and communication skills, you will be responsible for generating new memberships and for the retention of the current membership base. Working closely with the Memberships Manager you will attend outreach and corporate events, generating new leads and converting them into new members.

Candidates will be required to have a flexible attitude to work and be required to work across all company sites; including Xcel Leisure Centre, Centre AT7 and Alan Higgs Centre.

### Reference Number:

WV5

### Closing Date:

31<sup>st</sup> January 2019

### Department:

Operations

### Hours:

37.5

### Hourly Rate:

Competitive rate of pay

## Benefits

- Great development opportunities
- FREE health and fitness membership\*
- FREE health and fitness membership for a family member or friend\*
- FREE uniform for applicable roles
- FREE training for applicable roles
- DISCOUNTS on Centre activities\*

(\*not applicable to casual workers)

## Find out more

For the latest job vacancies and application details visit [www.cvlife.co.uk](http://www.cvlife.co.uk)

If you have any enquiries, please contact our Human Resources Team by emailing [recruitment@cvlife.co.uk](mailto:recruitment@cvlife.co.uk)

# Job Description



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Job Title:	Memberships Executive
Reporting to:	Membership Manager

## 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 Company's 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.



## Overall purpose and objective of the role:

To support the Lifestyle management team in generating new members and retaining the current membership base. The successful candidate will attend outreach and corporate events to generate new leads and enhance conversion rates.

## Main duties of the role:

1. To conduct sales tours of the facilities and give guidance to prospective customers on the type of membership category best suited to their needs and requests.
2. To assist with the administration of membership paperwork and to ensure sites are processing accordingly.
3. To sell a range of membership packages / offers both on and off site and participate in lead generation activities.
4. Assist with coordinating the recording of daily sales and to be familiar with the total membership sales of each site.
5. Assist with the monitoring of the enquiry through to completed sales process, working closely with the front office teams across the sites.
6. To assist in leading the pre sales team by coordinating attendance at city wide venues and locations to complete daily outreach and sales targets.
7. To provide a positive first impression and create 'customer delight' in respect of all callers and enquirers to the company.
8. To maximise sale enquiry opportunities through systematic delivery of the Company's sales process.
9. Contact all member cancellations and identify reasons for cancelling and to offer a resolution to rejoin and/or retain membership.
10. Assist the membership manager and fitness operations manager in developing and implementing interventions to ensure continued improvement in retention of members.
11. To attend weekly sales meetings (as required) to provide relevant information pertaining to membership sales.
12. Assist in the development and promotion of Lifestyles schemes aimed at attracting as wide a proportion of the market as possible.
13. To attend departmental meetings and development training as required.

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

Date: September 2018

# Person Specification

Essential	Desirable
<b>Personal attributes</b>	
<ul style="list-style-type: none"> <li>• Works on own initiative as well as part of a team</li> <li>• Works well under pressure</li> <li>• Deal positively with customer comments and enquires</li> <li>• Work to deadlines</li> <li>• Resilient attitude</li> </ul>	
<b>Knowledge and Experience</b>	
<ul style="list-style-type: none"> <li>• Dealing with telephone and face to face sales</li> <li>• Excellent customer service</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in direct sales environment</li> </ul>
<b>Special skills</b>	
<ul style="list-style-type: none"> <li>• Able to deal with challenging customers</li> <li>• Exceptional telephone manner</li> <li>• Good organisation skills</li> <li>• Ability to deal with members of public in a polite and professional manner</li> <li>• Ability to develop relationships at different levels and win the trust and respect of internal and external customers.</li> </ul>	<ul style="list-style-type: none"> <li>• Basic knowledge of the fitness industry</li> </ul>
<b>General intelligence</b>	
<ul style="list-style-type: none"> <li>• Basic IT Skills (Microsoft word and Excel)</li> <li>• High level written communication skills</li> <li>• High level numerical skills</li> </ul>	

Qualifications	
<ul style="list-style-type: none"> <li>English GCSE grade C or above (or equivalent)</li> <li>Mathematics GCSE grade C or above (or equivalent)</li> </ul>	<ul style="list-style-type: none"> <li>Level 2 Fitness Instructor qualification</li> </ul>

Circumstances	
<ul style="list-style-type: none"> <li>To be able to commute between sites during the working day</li> <li>Ability to work evenings, weekends and bank holidays where necessary</li> </ul>	