



**JOB DESCRIPTION**

**Membership Advisor**

|                    |     |                             |              |           |
|--------------------|-----|-----------------------------|--------------|-----------|
| <b>GRADE</b>       |     | L3                          | <b>HOURS</b> | Part-Time |
| <b>RESPONSIBLE</b> | To  | Customer Experience Manager |              |           |
|                    | For | N/A                         |              |           |
| <b>LOCATION</b>    |     | Larkfield Leisure Centre    |              |           |

**GENERAL DESCRIPTION OF DUTIES**

To promote the benefits & sell Health & Fitness and Swim and Spa memberships at Larkfield Leisure Centre and to support and administer customer registrations. To provide exceptional service to both new and current customers.

**SPECIFIC DUTIES**

- Promote & sell the benefits of the health & fitness and swim & spa memberships to new and existing customers ensuring a good customer experience is maintained.
- Take a dynamic and proactive approach to generating sales leads on a day-to-day basis.
- Receive incoming and make outgoing telephone calls to promote sales and generate appointments for Larkfield Leisure Centre.
- Take prospective customers on a tour around the facilities.
- Ensure the smooth running of membership promotions, including ensuring that all marketing material is relevant and up to date
- Ensure every aspect of our sales strategy is followed professionally from first customer contact to payment and gym induction booking.
- Ensure good communication is maintained with the Customer Experience Manager and the Team at Larkfield Leisure Centre.
- Complete individual daily, weekly and monthly sales activity reports.
- Understand the sales expectation for each month in relation to new members.
- Ensure you keep up to date with the products offered by the Trust and that you are competent with the processes to be followed and adhered to
- Input customer data efficiently and accurately and in a timely manner and ensure this information held is relevant and up to date, working within the relevant data protection guidelines
- Achieve monthly productivity goals
- Conflict Resolution/Management. Ensure clients complaints are handled professionally and efficiently before escalating to a senior member of the team.

- Ensure receipts and other financial information are stored securely in line with data protection guidelines
- As a point of contact for customers it is essential that you act in a polite and professional manner at all times and in the best interest of the Trust
- Ensure all digital communication is presented professionally, factually correct, grammatically correct and representative of the Trust
- Continuously review your performance and highlight areas of improvement.
- Raise development opportunities with your line manager
- Attend and input into Staff Training & Team Meetings.
- Understand the products offered by the Trust

This job description is not intended to exclude any task, which the post holder might reasonably be required to undertake.

| ATTRIBUTE                  | ESSENTIAL   | DESIRABLE  |
|----------------------------|---|--|
| <b>Educational Ability</b> | <ul style="list-style-type: none"> <li>• Good standard of general education including GCSE or equivalent English Language and Mathematics</li> </ul>  |  |
| <b>Experience</b>          | <ul style="list-style-type: none"> <li>• Sales, customer service or leisure industry background</li> </ul>  | <ul style="list-style-type: none"> <li>• Experience of telephone or face to face sales</li> <li>• Experience of using databases</li> </ul>   |
| <b>Personal skills</b>     | <ul style="list-style-type: none"> <li>• Able to demonstrate experience of handling customer queries in an effective way.</li> <li>• Excellent verbal and written communication skills</li> <li>• Ability to prioritise work and meet agreed timelines.</li> <li>• Good planning and organisation skills</li> <li>• Excellent attention to detail.</li> </ul> | <ul style="list-style-type: none"> <li>• Knowledge of current legislation within sport including safeguarding, health and safety &amp; equality.</li> <li>• Knowledge around the importance of data protection and GDPR legislation</li> </ul> |
| <b>IT Skills</b>           | <ul style="list-style-type: none"> <li>• Basic I.T skills, particularly in Microsoft Outlook and Word</li> <li>• Proficient in data entry</li> </ul>  | <ul style="list-style-type: none"> <li>• Extensive knowledge of Microsoft Office, including Outlook, Word and Excel.</li> </ul>  |
| <b>Attitude</b>            | <ul style="list-style-type: none"> <li>• To be highly motivated and enthusiastic</li> </ul>   |  |

|              |   |  |
|--------------|---|--|
|              | <ul style="list-style-type: none"> <li>• Confident and friendly manner</li> <li>• To be of smart and presentable appearance</li> <li>• Self-motivated and target driven</li> <li>• Ability to work on own initiative, and in support of colleagues working in a team</li> </ul> |  |
| <b>Other</b> | <ul style="list-style-type: none"> <li>• To be able to work evenings and weekends</li> <li>• Flexibility to work at other locations as required</li> <li>• Keen interest in the leisure industry</li> </ul>   | <ul style="list-style-type: none"> <li>• Clean driving licence, own transport and appropriate vehicle insurance cover to enable travel to and between sites as required</li> </ul> |

Candidates should read this specification carefully before completing their application form. These criteria are used in reviewing submitted application forms as a core part of the selection process.