

JOB DESCRIPTION

JOB DETAILS:

Job Title: Membership Advisor
Grade: 5
Location of Work: Great Sankey Hub / Orford Jubilee Hub
Directly Responsible To: Operations Manager
Directly Responsible For: N/A
Hours of Work: 37

WORKING RELATIONSHIPS:

You will work directly with the site operational team, the Commercial Manager and Marketing Team, and with the wider LiveWire team as appropriate. Day to day contact will also be made with prospective members, new starters, existing members, and corporate contacts.

PURPOSE AND SCOPE OF JOB:

To be responsible for driving membership sales, and maximising membership retention. Primary focus will be around lead generation, outreach and promotion, handling sales enquires, new member sign-ups and conducting sales tours, and reducing membership attrition.

DUTIES AND RESPONSIBILITIES

1. Take a proactive approach to generating sales including contacting local businesses for corporate leads.
2. Handle sales enquiries (face to face, emails, telephone), ensuring effective follow-up actions are carried out.
3. Conduct outreach activity with a focus around lead generation, direct sales, and generating awareness of LiveWire memberships.
4. Work to pre-set targets around key elements of the sales & retention process.
5. Take a proactive approach to learning about all other elements of LiveWire's facilities and services to ensure effective cross promotion.
6. Compile competitor analysis information for all staff members to utilise.

7. Work with team members to ensure a smooth and consistent sales and retention process is achieved.
8. Provide regular reports to management around sales performance with supporting action plans.
9. Provide honest and accurate information in relation to generating sales and the impact on performance figures, ensuring a true picture is presented.
10. Support the Commercial Manager to deliver effective sales and marketing campaigns at site level.
11. Deal with cancellation requests with an objective to gain feedback, and to retain membership where possible.
12. Carry out proactive contacts with members deemed to be at risk of cancelling.
13. Carry out all duties with due regard to confidentiality and data protection regulations.
14. Carry out the duties with full regard to the Company's Business Plan, Equality and Diversity Policy, Health and Safety Policy.

Date: 23.01.19

Prepared/revised by: K. Forester

In conjunction with: S. Sinnott

PERSON SPECIFICATION

NOTE TO APPLICANTS:

Whilst all points on the specification are important, those marked 'E' (essential) are the key requirements. You should pay particular attention to these points and provide evidence of meeting them. Failure to do so may mean that you will not be invited for interview. In addition to interviews a variety of other selection methods may be used such as tests or exercises dependant on the role applied for. You will be advised of any alternative selection methods in the letter inviting you for interview.

JOB TITLE: Membership Advisor

GRADE: 5

HOURS: 37

Experience

Experience of working within a sales environment (E) A, I

Experience of being performance managed through sales targets (D) A, I

Experience of proactive lead generation and subsequent follow-up actions (D) A, I

Experience of handling sales enquires through face to face, telephone, and email (E) A, I

Skills and Abilities

Excellent interpersonal skills with a passion to promote health and fitness (E) I

Ability to manage leads in an efficient and organised fashion (E) I

Be able to adapt the sales approach to suit varying audiences (E) I

Education/Qualifications/Knowledge

Knowledge of the fitness offer (D) I

Knowledge of General Data Protection Regulations (E) I

Other Requirements

Possession of a valid driving licence or access to public or other transport (E) I

Flexible approach to work including working at evenings and weekends (E) I

Flexible approach to work locations (E) I

Able to work independently and across teams (E) I

Ability to act with the utmost integrity (E) I

Ability to understand and demonstrate commitment to equality and diversity (E) I

Commitment to Service Delivery/Customer Care (E) I

A commitment to delivering excellent customer service (E) I

METHOD OF ASSESSMENT (M.O.A.)

A = APPLICATION FORM, C = CERTIFICATE, E = EXERCISE, I = INTERVIEW, P = PRESENTATION, T = TEST, AC = ASSESSMENT CENTRE