



BRADFIELD COLLEGE SPORTS COMPLEX

Swimming · Fitness Classes · Sports Hall · Gym

JOB TITLE: Membership Adviser

REPORTS TO: Sports Complex Manager

DEPARTMENT: Sports Complex

DATE: October 2019

This College is committed to the safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The following duties will be deemed to be included in the duties which you may be required to perform:

- child protection, discipline, health and safety
- promoting and safeguarding the welfare of children and young persons for whom you are responsible and with whom you come into contact.

Employees must be willing to undergo an enhanced Disclosure and Barring Service (DBS) Certificate prior to employment, registration of the DBS Update Service and checks with past employers. These checks are repeated each three years of your employment.

You should revert to your individual responsibilities as defined in the Health & Safety Manual and ensure you are competent to implement them and agree to abide by them. Your health, safety and welfare at work are protected by law. Your employer has a duty to protect you and to keep you informed about health and safety. You have a responsibility to look after yourself and others. If there is a problem, discuss it with your employer or the College's Health & Safety Manager.

This Job Description is neither final nor exclusive and the range of tasks would embrace many incidents and situations, which are not stated, but require initiative and common sense to be applied.

JOB PURPOSE

The Sports Complex and Tennis Centre support over 2000 members of various descriptions. The Membership Adviser would take the lead role in the touring, promoting and joining of new members. They would have a key focus on various retention tools in order to retain the current membership base. Working closely with the Marketing Manager & Sports Complex Manager they would be key in generating new ideas and assist with the various promotions throughout the year.

PRINCIPAL ACCOUNTABILITIES:

Memberships

- To tour prospective members around the complex and enthusiastically promote the facilities and service we offer to encourage new sales. This role would cover the broad
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- spectrum of memberships within the college which would include the Sports Complex, Tennis & Golf facilities.
- You will take the lead role in monitoring and tracking new enquiries with the objective to book appointments for site show rounds. You will ensure the perspective members have all the information they need to make a decision.
- You will promote & develop the Corporate Membership programme and build relationships with local companies in order to generate future income.
- You will be responsible for various outreach projects throughout the year in various locations. You will liaise directly with the college to take advantage of any joint initiatives you can utilise, in order to promote the membership.
- You will be responsible for producing weekly activity sheets recording the enquiries on the phone and email/website as well as customer walk-ins.
- You will produce end of month reports detailing total membership, new members and cancellations.
- To carry out regular membership audits in order to further improve the membership administration.
- To ensure all personal membership data is secure in line with the College data protection policy.
- To manage the customer feedback system and take a lead role in dealing with member comments & complaints.

Courses

- To actively promote and sell Swimming Lesson Courses to potential new customers.
- To actively promote and sell Tennis Courses to potential new customers.

Marketing

- To support the Marketing Manager and provide input into new promotional ideas and to assist with the distribution of the marketing material.
- Use data and benchmarking information in order to keep our membership prices and products up to date.

Administration

- You will manage the membership administration with the assistance of the front desk team to ensure all the electronic and paper files are accurate and up to date. This will include actively sourcing discrepancies to ensure the correct membership dues are being taken.



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- Support the receptionists to ensure the complete sales system is delivered by managing the prospects and ensuring all the paperwork and inputting of membership is completed correctly.

QUALIFICATIONS

- The equivalent of 5 GCSE C grades or above including Maths & English.

EXPERIENCE:

- At least two years' experience of working within a customer focused environment, dealing with members of the public both in person and over the telephone.
- Sales experience would be advantageous especially in the Sports & Leisure industry
- Experience of using a data-base would be desirable but full training on the front of house software package will be provided.
- Experience of Microsoft Word & Excel is necessary.

KNOWLEDGE

- A good knowledge of fitness & wellbeing would be advantageous
- A good knowledge of sport especially tennis, swimming & golf

SKILLS

- To have the skill set and confidence needed to sell to a varied customer base.
- Good communication skills are necessary to engage with members and visitors.
- A clear and courteous telephone manner when responding to enquiries, giving information in a friendly and efficient manner so as to encourage callers to visit the site.
- Basic numeracy skills.
- Organisational skills in order to be able to plan and prioritise your objectives for the day.

PERSON SPECIFICATION:

- Likeable & friendly personality
- Excellent communication skills
- Reasonable and rational manner
- Presentable and approachable



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- Self-Motivated