

Wirral Council: Job Role Descriptor

Job Role:	Membership Advisor
Service:	Leisure Services
Reports to:	Senior Manager: Leisure Services/Team Leader: Leisure
No. of Subordinates:	0
HR USE ONLY	
Job Role Ref:	CS&CE
Job Family:	Customer Services & Community Engagement
Grade:	Band D

JOB ROLE PURPOSE

Encourage visitors and users of the Leisure Centres and their facilities to take up membership and participate in any current or future promotions.

KEY TASKS

1. Give all prospective members a tour of the facilities and guidance on the type of membership category best suited to their needs and requests.
2. Update existing members on current and future promotions and advise on new equipment available.
3. Ensure the area and equipment is maintained to the appropriate level of cleanliness and hygiene as determined in the Cleaning Specification.
4. Offer support and guidance to all members in the fitness centres, conducting inductions and selecting training programmes appropriate to member needs.
5. Enrolling new members, updating existing member's details and registering them for any promotions they wish to take up and processing associated administrative tasks.
6. Ensure that a rolling programme of membership follow up is adhered to in order to maintain membership and provide an effective service and identify improvements.
7. Assist in the management of daily sales and targets set for individuals' fitness facility and awareness of other fitness centre sales and targets.
8. Be fully aware of and use knowledge of equipment, services and promotional activities to assist in achieving sales targets across leisure centres.
9. Attend and provide input to monthly sales meetings to provide relevant information pertaining to membership sales.
10. Assist in carrying out competitor analysis on a regular basis to inform future sales and marketing campaigns.
11. Responsible for Health and Safety in the Fitness Suite.
12. Follow Normal and Emergency Operating Procedures.

KEY RESPONSIBILITIES

People

No supervision of staff.

Communicate with all fitness centre users providing help and advice to prospective and existing members with the correct information about the Centre and details of any current and upcoming promotions.

Inform Leisure Centre users of the advantages of membership and encourage them to take up membership.

Keep individuals informed of health and safety regulations when enrolling new members and the selection of their programmes of activity.

Support other members of the leisure centres teams.

Deal with existing members' membership queries and administration.

Financial

Gain awareness of and promote the facilities and advantages of membership to generate leads and increase the revenue of the business.

Follow financial guidelines to ensure and complete financial controls and audit.

Strategic

Propose any ideas that may help to improve; promote and extend the services reputation.

Achieve on a weekly basis, standards and targets as described by the directorate, and in liaison with the Team Leaders report on the following Key Performance Indicators;

- Tour to sale
- Calls to appointment
- Number of referrals per new adult member
- Number of telephone calls made

Work to and maintain customer service standards.

Ensure health and safety regulations are followed at all times.

Awareness, understanding and application of Quality Improvement initiatives and service standards.

Awareness, understanding and application of Leisure Centre Normal Operating Procedures (NOP's) and Emergency Action Plan (EAP).

Support in the arrangement and marketing of promotional events.

Resources

Maintain customer/member and other databases as requested.

Responsible for the wearing of Staff uniform issue and PPE equipment appropriate to the role whilst on duty.

Planning and Organising

Ensure information relating to membership is up to date and accurate in line with deadlines for production of performance indicators.

Decision Making

Inform the prospective member if you do not think the facilities are suitable for them and the reasons why.

Ensure the Leisure Centre users comply with rules and regulations of the centre and report incidents to the Manager.

EXPERIENCE, QUALIFICATIONS, KNOWLEDGE AND SKILLS

Essential Criteria

Knowledge & Skills:

- Level 2 Certificate in Fitness Instructing - Qualification & Credit Framework (QCF) or equivalent
- Able to communicate verbally and in writing with the public and other agencies.
- Team player with excellent interpersonal skills, and a high level of enthusiasm and commitment.

Experience:

- Experience of dealing with the public.

Desirable Criteria

Experience:

- Level 3 Certificate in Personal Training (QFC)
- Experience and knowledge of sales and marketing of Leisure Memberships.

ADDITIONAL WORK ELEMENTS

Work flexibly, which may include evenings and weekends.

NOTE:

The job role holder may be required to undertake other reasonable duties commensurate with the job role descriptor grade as directed by the Head of Service.

This job role descriptor will be reviewed regularly and may be subject to amendment or modification at any time after consultation with the post holder. It is not a definitive statement of procedures and tasks, but sets out the main expectations of the Service in relation to the post holder's responsibilities and duties.

Elements of this job role descriptor and changes to it may be amended in light of organisational and service requirements.

Signed Head of Service

Date

Damian Walsh, Senior Manager Leisure Service

25th March 2016