

Wirral Council: Job Role Descriptor

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

JOB ROLE PURPOSE

Control admission to the leisure facilities, advise and encourage visitors and users of Leisure Centres to purchase products and raise their awareness of current or future promotions.

KEY TASKS

1. Manage client enquiries and process any resulting transactions including taking bookings and general sales including telephone enquiries and sales.
2. Ensure up to date knowledge of key products and provide information and advice to promote a sale of goods.
3. Promote the facilities of the leisure centre and secure appointments for membership advisors.
4. Management of daily sales and targets set for individuals' fitness facility and awareness of other fitness centre sales and targets.
5. Be fully aware of and use knowledge of products services and promotional activities to assist in achieving sales targets across leisure centres.
6. Attend and provide input to monthly sales meetings to provide relevant information pertaining to product sales.
7. Follow Normal and Emergency Operating Procedures.

KEY RESPONSIBILITIES

People

No supervision of staff.

Communicate with all fitness centre users providing help and advice on display products and current and upcoming promotions.

Support other members of the leisure centres teams.

Establish a friendly and professional rapport with all customers, presenting a positive impression of themselves and the organisation.

Identify customer needs and interests and present products and services that potentially match these.

Motivation and drive to deliver excellent Customer Service, providing a high standard of customer care.

Engage with new and prospective customers through follow-up telephone calls.

Financial

Promote the facilities and product availability to increase the revenue of the business.

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

Handle and process any cash or card sales in line with financial guidelines and ensure issue of receipts.

Effectively handling and accountability for all types of payment transactions.

Strategic

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

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).

Resources

Maintain customer/member and other databases as requested.

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

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:

- Able to communicate verbally and in writing with the public and other agencies.
- Good understanding of the products and services that customers want from leisure facilities.
- The ability to work as part of a team, support colleagues and promote excellent team spirit
- Good written and verbal communication skills and IT literate.
- Good literacy and numeracy skills.

Desirable Criteria

Knowledge & Skills:

- Evidence of achieving results and making a difference to customers.

Experience:

- Experience and knowledge of sales and marketing of Leisure Memberships.
- Experience of delivering results in a targeted sales environment.
- Experience of working with membership, booking and Direct Debit systems.

ADDITIONAL WORK ELEMENTS

Attend product presentations and training sessions to ensure up to date knowledge and of internal developments across the service.

Able to work to rotas that may include evening and weekend work.

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

27th July 2015