



## Aligned Leisure

ACN 608 613 350

Swinburne Centre, Yarra Park, Richmond

PO Box 48 Richmond VIC 3121

[alignedleisure.com.au](http://alignedleisure.com.au)

## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	Sales Officer
<b>LOCATION:</b>	Cardinia Life, Pakenham
<b>DEPARTMENT:</b>	Customer Experience & Sales
<b>REPORTS TO:</b>	Head of Customer Experience
<b>DIRECT REPORTS:</b>	Nil
<b>KEY RELATIONSHIPS:</b>	Members and guests visiting Cardinia Life

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### ABOUT US:

The Richmond Football Club Group is Australia's most diversified sports organisation. Driven by our purpose of connecting to thrive and win, the Group connects with communities around Australia through cultural awareness, education, fitness, football, health, multiculturalism, sports and reconciliation.

Aligned Leisure was established as a vehicle to manage the Group's health, fitness, and leisure business activities. Our programs and services are not about us; they are about our partners and will always be in total alignment with the needs of the specific community we are servicing. We deliver our partners' best value by aligning programs and services with critical local Council Plans.

### POSITION PURPOSE:

Sales Officer are our frontline staff who will deliver service quality that exceeds the expectations of our customers in every transaction they have with us. From their position at the front desk, Sales Officers will be relentless in delivering outstanding service and building quality relationships with facility users.

This high level of service and relationship building will lead to improved revenue, through more members, more program participants and more repeat customers. Our Sales Officer will have a thorough understanding of all programs that we run throughout the community and will help to match these programs and benefits to the unique needs of each of our customers.

This position will work relentlessly to implement the Aligned Leisure purpose of CONNECTING TO THRIVE AND WIN, values of AWARE, DISCIPLINED, RELENTLESS and UNITED, and associated behaviours throughout the entire team.

Aware + Disciplined  
+ Relentless + United

## **KEY RESPONSIBILITIES:**

### **1. Member and student acquisition and retention**

- Undertake outbound telemarketing to prospects.
- Capture all data at the point of all program and service enquiries.
- Identify “at risk” members and students.
- Personal follow up of non-renewals.
- Personal follow up of membership and student questions or complaints where non-renewal may be likely.

### **2. Customer service desk responsibilities**

- Provide the frontline service for all facility programs and services.
- Proactively address all enquiries, ensuring that suitable outcomes are provided to each individual customer.
- Look for upsell and cross sell opportunities based on individual needs.
- All administrative duties that are required as part of a successful frontline function.
- Take tours as requested by customers.

### **3. Outstanding service delivery to all customers and stakeholders**

- Aligned Leisure will be renowned for delivering outstanding service and providing memorable experiences for our customers. This role will be relentless in identifying these opportunities and will always ask “How would I want a member of my family treated in this situation?”
- All Aligned Leisure staff will understand and deliver on our customer charter and service promise.

Sales Officers must be available to work a mixture of early morning, daytime, evening and weekend shifts.

Sales Officers may from time to time be required to undertake other tasks as directed by the Head of Customer Experience & Sales.

## **ESSENTIAL QUALIFICATIONS AND EXPERIENCE:**

1. Experience in delivering exceptional customer service
2. Experience in sales (preferred, but not essential)
3. The position will be subject to relevant pre-employment checks and must maintain a current working with children check
4. The successful applicant must hold or be willing to attain first aid and CPR qualifications

## **PERSONAL ATTRIBUTES:**

1. Customer focused
2. Enjoys selling memberships, swimming lessons and other services to prospective members
3. Understands/enjoys the Arts & Leisure Industry and motivated to serve Aligned Leisure
4. Relentless in their approach to sales and service

## **APPROVED: SIMON BRYSON**

Group Operations Manager, Aligned Leisure

21 July 2021

**Aware + Disciplined**  
**+ Relentless + United**

