



Aligned Leisure

ACN 608 613 350

Swinburne Centre, Yarra Park, Richmond

PO Box 48 Richmond VIC 3121

alignedleisure.com.au

POSITION DESCRIPTION

POSITION TITLE:	Membership Sales Officer
EMPLOYER:	Aligned Leisure Pty Ltd
LOCATION:	Nillumbik Leisure Facilities
DEPARTMENT:	Customer Experience
REPORTS TO:	Head of Customer Experience
DIRECT REPORTS:	Nil
TYPE OF EMPLOYMENT:	Full Time

COMPANY PROFILE

Aligned Leisure is a 100% owned subsidiary company of the Richmond Football Club, established as a vehicle to manage the operations of Richmond's health, fitness and leisure business activities.

Aligned Leisure will deliver best value to our partners by aligning our programs and services with important local Municipal Health & Wellbeing Plan's that highlight unique key community priorities. Our programs and services are not about us, they are about our partners, and they will at all times be in total alignment with the needs of the specific community that we are servicing.

POSITION PURPOSE:

Overall member acquisition and retention at the Eltham Leisure Centre is the primary objective of the Membership Sales Officer. Acquisition will be done through a proactive prospect management system, where lead generation is maximised by having multiple and innovative data capture strategies running simultaneously.

Retention will be done through segmented communications, relevant messaging and intervention where non-renewal appears likely. Along with and high level of service, particularly to new members through the "member success pathway" and members most at risk of non-renewal.

The role will be shared with customer service desk responsibilities which will involve servicing of all customers, dealing with enquiries, answering phones, taking tours and other administrative duties. The role is a critical customer facing role and as such, will be required to work shifts that are in line with busy member attendance periods.

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KEY RESPONSIBILITIES:

1. Prospect & Lead Generation

- Work with Head of Customer Experience to implement a best practice prospect management system for membership and swim school leads.
- Work with Head of Customer Experience on the annual acquisition plan and be responsible for execution.
- Support the management of all prospect data ensuring proactive and structured follow up.
- Undertake outbound telemarketing to prospects.
- Actively pursue new membership and swim school sales opportunities.
- Support membership and swim school referral campaigns.
- Take tours as requested by customers.

2. Customer Engagement & Follow Up

- Ensure that details of all prospects are placed into the system and follow up communication made.
- Follow up any sampling programs with the most attractive membership offer
- Actively gather data through numerous channels to build the prospect databases.
- Monitoring of attendance with a view to intervention for “at-risk” members or swim school families
- Personal follow up of non-renewals
- Personal follow up of membership questions or complaints where non-renewal may be likely
- Engage with lapsed members with a view to converting them back to membership

3. Member Success Pathway

- Responsibility for management of the Member Success Pathway which will be focused on new members and swim lesson families
- Ongoing personal communication with first year and at-risk members.

4. Direct Service component and Customer Service Desk responsibilities

- This role has a direct service component of 10 hours per week, where you will be rostered as a Customer Experience Officer.
- Outside these rostered hours, you will assist 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.

5. Outstanding service delivery to all customers and stakeholders

- Aligned Leisure will be renowned for delivering outstanding service and providing memorable experiences for our customers. In your role, you will be relentless in identifying these opportunities and you will always ask yourself “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.

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The Memberships Sales Officer may from time to time be required to undertake other tasks as directed by the Head of Customer Experience.

KEY RELATIONSHIPS:

- Customers & Members
- Stakeholders where data capture may be an option
- ELC Customer Experience Captain

ESSENTIAL QUALIFICATIONS AND EXPERIENCE:

- Experience in delivering exceptional customer service
- Current First Aid and CPR certificate

PERSONAL ATTRIBUTES:

1. Customer focused
2. Enjoys selling
3. Understands/enjoys the Leisure Industry and motivated to serve Aligned Leisure.
4. Relentless in their approach to sale and service.

PERSONALITY TRAITS:

1. Friendly
2. Vibrant.
3. Relentless.

APPROVED:

A handwritten signature in black ink, appearing to be 'Nillumbik', written in a cursive style.

Nillumbik Leisure Manager, Aligned Leisure

15/06/2022

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