

GYM MEMBERSHIP MARKETING & SALES CONSULTANT

Reference

SPV 04/13

Salary

\$50,073 to \$56,359 per annum + super

Benefits

One RDO per fortnight for full time staff, paid parental leave; generous study assistance; easy public transport or bicycle to work; health incentives

WANT TO MAKE A SPLASH?

Leichhardt Park Aquatic Centre (LPAC) is a refurbished multi-million dollar Gym/Fitness Facility with indoor pools and heated 50m and 20m outdoor pools. We are seeking a dynamic senior professional to join us to be able to generate new membership sales, ensure high retention of current members, and be responsible for new business development initiatives.

Requirements

1. Demonstrated experience in achieving membership targets and proven success in a similar position
2. Ability to organise work, manage time, and complete multiple tasks with attention to detail
3. Excellent verbal and written communication skills
4. Demonstrated high computer literacy including knowledge of software packages with point of sale systems and MS Office Suite
5. Extensive experience with a high commitment to customer service.
6. Ability and confidence to network and build rapport quickly with all stakeholders
7. Demonstrated knowledge with current Industry practices and trends
8. Demonstrated ability to work closely with and across differing Departments
9. Knowledge and understanding with a commitment to implement EEO & WH&S principles.
10. Proven ability completing administrative functions and tasks as required

Enquiries

Lance Goldsmith on (02) 9556 8604

Closing Date

Friday 8 March 2013

Apply Online

We recommend you visit and read all the available information on [How to Apply](#) prior to using the online application form. In your application please ensure you address the Essential & Desirable requirements of the position as listed in the Position Description listed above.

Council is an equal opportunity employer and welcomes all applicants. Applications should be submitted through our online application process.



POSITION DESCRIPTION

TITLE	:	GYM MEMBERSHIP MARKETING & SALES CONSULTANT
DIVISION	:	CORPORATE & INFORMATION SERVICES
DEPARTMENT	:	RECREATIONAL FACILITIES
REPORTS TO	:	GYM MANAGER
STAFF REPORTING TO	:	NIL
GRADE	:	5A – 5E (Will include weekend work)
INTERNAL LIASONS	:	ALL LPAC STAFF
EXTERNAL LIASONS	:	COUNCIL, SPORTING GROUPS, LPAC GROUPS, CORPORATE BUSINESSES, MEDICAL & ALLIED PROFESSIONS, LTS CLIENTS, LPAC USERS & PROSPECTIVE MEMBERS
DATE:	:	FEBRUARY 2013

1. **PURPOSE**

- 1.1 The Membership Consultant's primary purpose is to achieve individual and team goals and targets including generating income and increasing public awareness of the centre as set out with the Gym Manager and Centre Manager.

2. **OBJECTIVES**

- 2.1 To assist the Gym Manager in the growth of the membership base at the centre, providing a professional service to both prospective and existing members.
- 2.2 To actively seek new business for the Leichhardt Park Fitness Centre in a positive and professional manner.
- 2.3 To assist the Assistant manager LPAC(H & F) with marketing responsibilities.

3. **KEY TASK & RESPONSIBILITIES**

3.1 **Accountability and Extent of Authority**

- 3.1.1 To follow the Centre's Sales Program and its policies and procedures
- 3.1.2 To work within the membership sales pricing structure as set by Council
- 3.1.3 To represent Leichhardt Park Fitness Centre on behalf of Council in an honest and professional manner.

3.2 **New Business Generation**

- 3.2.1 To actively source new business for the fitness centre via internal and external lead generation.
- 3.2.2 To support and participate in centre promotional activities
- 3.2.3 Offer marketing and promotional ideas
- 3.2.4 Use all marketing material provided to optimise a positive awareness of the Centre and the benefits it offers prospective members
- 3.2.5 Help potential new members by touring them in the centre as well as other enquiries such as phone, email and website.

3.3 **Sales Administration**

- 3.3.1 Understand clearly and comply with all procedures specified in the membership marketing plan
- 3.3.2 Understand and implement the planning and tracking system specified in the sales manual
- 3.3.3 Complete all new member contracts as specified by the Centre's procedures
- 3.3.4 Communicate correctly all fitness centre policies and regulations to members
- 3.3.5 To report as requested on individual sales status
- 3.3.6 To maintain customer contact logs and fill in daily sheets as requested by the Gym manager
- 3.3.7 Design and place advertising material
- 3.3.8 Undertake other administration functions including organisation, filing and reporting.

3.4 **Staff and Training**

- 3.4.1 To regularly refer to and utilize all training notes developed to assist Membership Consultants in achieving sales in a professional manner
- 3.4.2 To support the Reception/Customer Services staff in dealing with fitness centre enquiries
- 3.4.3 To assist the Gym Manager in communicating, educating and supporting all staff in promoting sales and retention campaigns
- 3.4.4 Participate in regular in-house training sessions

3.5 **Retention**

- 3.5.1 To service call new members 3 times within their first month of membership.
- 3.5.2 To provide excellent customer service to all members and visitors
- 3.5.3 Communicate member feedback to the Gym Manager
- 3.5.4 Communication with members via letters, phone calls and emails.

3.6 **Sales Activity**

- 3.6.1 To set your sales targets and required activity with the Gym Manager at the start of each month using the Centre's goal setting sheet
- 3.6.2 To achieve the minimum sales activity on a daily/monthly basis as set out on your goal setting sheet
- 3.6.3 Report weekly and monthly sales activity to Gym and Centre Managers

3.7 **Marketing**

- 3.7.1 Coordinate, implement and follow through on all marketing initiatives done in the centre as requested by management. This includes newspapers, billboards and other mediums for advertising.
- 3.7.2 Coordinate and work closely with council on opportunities for advertising and promotion within the council structure
- 3.7.3 Offer ideas and design advice on advertising undertaken by the centre

- 3.7.4 Create and maintain marketing and advertising reports as requested by management
- 3.7.5 Create a marketing plan with gym manager each financial year for all advertising activities planned for the centre
- 3.7.6 Assist with design and addition of new material on the centres website

3.8 **Work Health and Safety**

- 3.7.1 Follow all WH&S policies and procedures including responsibilities as set in the WH&S attachment of this position description.
- 3.7.2 Identify and report all hazards to the Centre Manager.
- 3.7.3 Do not knowingly place yourself, other employees or patrons in danger due to your actions.
- 3.7.4 Observe safety rules and formal emergency procedures.
- 3.7.5 Assist to investigate accidents/incidents and implement risk controls.
- 3.7.6 Notify the Assistant Manager LPAC (H & F) of any injury/illness as soon as possible

3.8 **General**

- 3.8.1 Contribute input to Learn to Swim promotion and retention and other programs as required.
- 3.8.2 To perform other duties as directed by the from time to time.

4. **PERFORMANCE CRITERIA**

- 4.1 A sound knowledge of fitness programs and fitness equipment that members will find at the Centre as well as marketing and membership services.
- 4.2 New business development targets achieved as in Sales Program. Misrepresentation as a result of any statements made to the public by a Membership Consultant will be dealt with in accordance with Council's disciplinary procedure.
- 4.3 Knowledge and understanding of the Leichhardt Park Fitness Centre sales system and proficient usage.

PERSON SPECIFIC SELECTION CRITERIA

5. **ESSENTIAL**

- 5.1 Demonstrated experience in achieving membership targets and proven success in a similar position
- 5.2 Ability to organise work, manage time, and complete multiple tasks with attention to detail
- 5.3 Excellent verbal and written communication skills
- 5.4 Demonstrated high computer literacy including knowledge of software packages with point of sale systems and MS Office Suite
- 5.5 Extensive experience with a high commitment to customer service.
- 5.6 Ability and confidence to network and build rapport quickly with all stakeholders

- 5.7 Demonstrated knowledge with current Industry practices and trends
- 5.8 Demonstrated ability to work closely with and across differing Departments
- 5.9 Knowledge and understanding with a commitment to implement EEO & WH&S principles.
- 5.10 Proven ability completing administrative functions and tasks as required

6. DESIRABLE

- 6.1 Extensive experience in direct sales and marketing
- 6.2 Previous experience working in a Council operated Recreational Facility.
- 6.3 Qualifications in business and/or marketing
- 6.4 Experience using QVisual software package

POSITION DESCRIPTION ATTACHMENT

EMPLOYEE

WORK HEALTH AND SAFETY

All employees of the Leichhardt Municipal Council are required to participate in the Council WH&S Management Program.

Specifically, this means performing your work in a safe manner and monitoring your workplace for hazards or risks.

You must take reasonable care for your own health and safety and for those who may be affected by what you do or fail to do in the workplace.

You must cooperate with actions taken by the Council to comply with WH&S legislation and not intentionally or recklessly interfere with or misuse anything provided at the workplace in the interests of health, safety and welfare.

RISK MANAGEMENT OF LEICHHARDT MUNICIPAL COUNCIL ASSETS

All employees of the Leichhardt Municipal Council are accountable for the management of risk within their own areas of responsibility. Risk includes, but is not limited to:

- Injury to persons or damage to the property of members of the community.
- Environmental risks.
- Damage or unauthorized entry to the Council's buildings and damage to its equipment.
- Loss of the Council's reputation as a good corporate citizen.

To assist you in meeting this responsibility the following policies and procedures have been established which you are required to familiarize yourself with and observe:

- The Risk Management Policy located on the Leichhardt Municipal Council intranet.

Responsibilities	Performance Measures
<ul style="list-style-type: none">• Ensuring all work is performed in accordance with requirements of the Health and Safety policy, procedure and legislation	<ul style="list-style-type: none">• Conformance to WH&S policy and procedures• Knowledge of, and use of Safe Work Method Statement (SWMS) and Standard operating procedures
<ul style="list-style-type: none">• Taking reasonable care for their own Health and Safety as well as that of others	<ul style="list-style-type: none">• Use of SWMS and Standard operating procedures
<ul style="list-style-type: none">• Having an understanding of the Health and Safety requirements associated with their employment	<ul style="list-style-type: none">• Training records
<ul style="list-style-type: none">• Reporting all identified hazards, accidents/incidents and near misses to their manager/supervisor• Ensure all potential or actual areas of danger within the workplace are immediately made safe, repaired and reported to the appropriate person/s as soon as possible;	<ul style="list-style-type: none">• Hazard identification reports• Workplace inspection reports
<ul style="list-style-type: none">• Using and maintaining all safety equipment and personal protective equipment (PPE) in accordance with relevant standards.	<ul style="list-style-type: none">• PPE maintenance records• Knowledge and use of Standard operating procedures
<ul style="list-style-type: none">• Working in accordance with relevant competency standards	<ul style="list-style-type: none">• Training records.• Supervisor site inspection records
<ul style="list-style-type: none">• Knowledge of WH&S and related legislation within scope of job description	<ul style="list-style-type: none">• Attendance at training sessions