

*Job Description***MEMBERSHIP SALES CONSULTANT  
HEALTH AND FITNESS CENTRES**

<b>POSITION LEVEL:</b>	Full Time – Fitness Industry Award 2010
<b>REPORTS TO:</b>	Centre Manager or other person who may, from time to time, be nominated.
<b>SUPERVISES:</b>	Nil
<b>POSITION SUMMARY:</b>	To proactively drive sales within a YMCA health and fitness centre including both new business membership sales and membership retention strategies. To identify any potential opportunities or new markets to maximise sales and client retention along with any opportunities to cross-sell across YMCA programs.
<b>PRIMARY RESPONSIBILITIES:</b>	<p><b>Membership Generation</b></p> <ol style="list-style-type: none"> <li>1. Ensure knowledge of all programs and services within the centre, with a major focus on the health &amp; fitness facilities ie: membership prices, services, promotions, and operating hours.</li> <li>2. To develop and implement a sales system and strategy that will ensure improved conversion rates of enquires to actual memberships.</li> <li>3. Ensure integrity and honesty in all dealings with customers with a focus on creating long term members and not a 'sale'.</li> <li>4. Work towards approved daily targets as agreed with the Centre Manager.</li> <li>5. Network with local businesses, schools and community groups as a means of increasing the membership base.</li> <li>6. Develop and implement an effective retention/rewards system that ensures adequate follow up of the entire membership base.</li> <li>7. Accurately enter membership contracts into the POS computer software.</li> <li>8. Actively promote the membership offers through varies avenues including: <ul style="list-style-type: none"> <li>• Casual Leasing;</li> <li>• Corporate Liaison;</li> <li>• School/community/sporting group networking;</li> <li>• Member Referral Programs;</li> <li>• Member renewal lists;</li> <li>• Lead Box generation;</li> <li>• Word of Mouth.</li> </ul> </li> <li>9. Manage all sales enquiries and sales leads through setting appointments, providing relevant information to customers and conducting tours as required.</li> <li>10. To attend any industry functions and meetings as required.</li> <li>11. Ensure knowledge of the latest industry and business trends within the fitness industry in order to continually develop the YMCA sales system.</li> <li>12. Proactively sell personal training.</li> <li>13. Participate in training and professional development as required.</li> <li>14. Deliver sales training to other YMCA health and fitness centres as required.</li> </ol> <p><b>Administration</b></p> <ol style="list-style-type: none"> <li>15. Ensure effectively planning and organisation adhering to the tracking system for lead generation and performing daily, weekly and monthly goal setting.</li> <li>16. To provide a monthly written report to the Centre Manager as requested outlining information including the conversion rate of tours / enquiries to memberships; leading marketing medium for the month; referral initiates for the month and customer feedback from phone contacts.</li> <li>17. Assist in frontline/reception duties as required by Centre Manager.</li> <li>18. Assist with the development, implementation and monitoring of marketing plans and budgets for the fitness area.</li> <li>19. Assist with monitoring monthly income and expenditure for the sales department in accordance with budget.</li> <li>20. To assist in various administrative tasks related to sales and marketing including: <ul style="list-style-type: none"> <li>• Managing documents, spreadsheets, presentations and surveys;</li> <li>• Report Writing and database management.</li> </ul> </li> </ol>

	<p><b>General</b></p> <ol style="list-style-type: none"> <li>21. Maintain confidentiality of information of the YMCA of Brisbane and Y-Care records and files, staff and clients</li> <li>22. Maintain the work environment so as to minimise risk to both customers and staff</li> <li>23. Report identifiable risk so that immediate action can be taken</li> <li>24. Comply with the YMCA's Occupational Health and Safety Policies and Procedures, including those relating to your specific role as found in the OHS Management: Roles and Responsibilities document</li> <li>25. To maintain the Quality System and report any deviations from the intended system</li> <li>26. Uphold and promote the policies and mission of the YMCA of Brisbane including compliance with all practices in the "YMCA Quality Manual"</li> <li>27. Must be aware of and implement the YMCA's Safeguarding Children and Young People Policy</li> <li>28. Any other duties as determined by the Centre Manager or Chief Executive Officer from time to time.</li> </ol>
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<p><b>SELECTION CRITERIA</b></p> <ul style="list-style-type: none"> <li>• Qualifications</li> <li>• Experience</li> <li>• Behaviour Attributes</li> </ul>	<ol style="list-style-type: none"> <li>1. Demonstrated successful experience over a minimum of 12 months in gym membership sales, marketing and customer service.</li> <li>2. Excellent communication skills both written and verbal.</li> <li>3. High level of computer literacy.</li> <li>4. A passion for the fitness industry with an ability to build rapport with customers.</li> <li>5. An energetic self-starter with a positive attitude.</li> <li>6. Ability to work both autonomously and part of a team.</li> <li>7. Demonstrated results orientation, sound judgement and problem solving skills.</li> <li>8. Proven commitment to delivering and improving the customer service experience.</li> <li>9. A Certificate of Suitability from the Office of the Commissioner for Children and Young People and Child Guardian (Blue Card).</li> </ol>
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Authorised By: \_\_\_\_\_ Dated: 06/02/2012