

## Job Description

Job Title: Membership Lead Generation Manager	Ensc2, £18,000 per annum + 10% Commission 40 hours per week
Enable Leisure & Culture	Service: Enable Leisure and Sport Services
Responsible to: Retention Manager	Date: 04/03/2019
Post Number: tbc	

### Job Purpose

- Day-to-day management of generating leads, booking appointments and driving sales of all gym memberships
- Ensure a delivery of an unparalleled service to our members, motivate staff, keep track of marketing budget, and work alongside the retention manager, assistant managers and centre managers to achieve targets

### Main Duties and Responsibilities

#### Members & Our Product:

1. Exceptional customer service skills, that can work hard as part of a team to drive sales, whilst developing a fun environment delivering exceptional service to our members
2. Welcome all new members into each club and ensure they receive a personalised introduction to the fitness areas, so every member feels at home
3. Ability to interact and engage with sales prospects on the phone, in email, in person, promoting the enable leisure & culture brand
4. Understand the fitness products in detail and the customers' needs
5. Maintain an in-depth knowledge of all centre operations, especially the group exercise timetable and the personal training provision

#### Leads, Sales & Targets:

6. Responsible for ensuring each club hits its target for number of leads, appointments booked, tours given sales closed each month
7. Create a fun lead generation and sales environment with each team with events and challenges for staff
8. Maximise membership revenue through recruiting new joiners and aim to achieve and exceed membership sales targets and KPI's (daily, weekly and monthly)
9. Lead on responses for all online enquiries and ensure prospects are followed up promptly with accurate and bespoke information

**Marketing & Communications:**

10. Use digital (social media and website) to generate leads and drive sales
11. Generate awareness of each club in the local catchment, and be proactive in generating new leads through current members and outreach activities outside each club to reach commission targets
12. Responsible for the promotion and marketing of the facilities using appropriate publicity and writing a site marketing plan, to maximise the use of the facility
13. Leading, coaching, developing, supporting and inspiring all staff

**Finance & Reporting:**

14. Responsible for collecting, monitoring and reporting user figures for all sites as required.
15. Developing longer term financial forecast through detailed business planning

**Other:**

16. Assisting with restructuring gym layouts when required to ensure optimum usage of space
17. Ensure all gym equipment is working and that faulty equipment is reported and dealt with swiftly
18. Support and cover small functional training sessions and classes when required
19. The post holder is required to carry-out any other duties required that are commensurate with role of this role Manager within Enable Leisure and Sport, including:
  - i. Responsible for adherence to the Enable Leisure & Culture Equal Opportunities policy in respect of both the staff and delivery of services to service users and the public.
  - ii. Responsible for adherence to the Enable Leisure & Culture Safeguarding policies in respect of both the staff and delivery of services to service users and the public.
  - iii. The post holder is required to work on a shift basis, including evenings and weekends and may be required to work at other sites with Leisure and Sport Services as directed by management.
  - iv. The post holder must be willing to travel and work at different locations around the borough.
  - v. Attend meetings and represent enable Leisure and Culture as necessary.

SIGNED:

POSTHOLDER:

MANAGER:

DATE:

DATE:

Postholder's Name:

Signature:

Date: