

Person Specification

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| Job Title: Membership Lead Generation Manager | Grade: Ensc2, £18,000 + 10% Commission |
| Section: Enable Leisure & Culture | Department: Enable Leisure & Sport |
| Responsible to: Retention Manager | Date: 04/03/2019 |
| Post Number: tbc | |

| A - Application form I – Interview T – Test C – Certificate (original evidence) | |
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| Requirements | Assessed by A & I/T/C |
| Knowledge | |
| 1. An understanding and awareness of current industry trends in relation to fitness. | A & I |
| 2. Good working knowledge and experience of using IT applications including Outlook, Word, Excel and Access. | A & T |
| Experience | |
| 3. 2 or more years' experience in sales and fitness or related industry | A |
| 4. Proven success in leading, training and motivating staff to generate leads and sales | A & I |
| 5. Experience of working in a sales environment, taking responsibility for targets, driving leads and generating sales | A & I |
| Skills | |
| 6. Able to plan marketing & communications, use social media and websites to drive leads and sales and monitor performance to produce reports | A & I |
| 7. Strong lead generation, appointment bookings, tours and sales driving strategies and knowledge. | A & I |
| 8. Passion for delivering the right service to every prospect and member, making a difference in their lives and being the greatest brand ambassador | A & I |
| 9. Ability to communicate effectively at all levels with good oral, written and interpersonal skills; including experience of dealing with customers in a service environment. | A & I & T |
| 10. Ability to prioritise workload, managing several projects simultaneously whilst still meeting deadlines | A & I |
| 11. Evidence of competent administration, finance and organisational skills, good numerical, skills to track lead and sales trends and budget forecasts. | A & I & T |
| 12. Ability to follow and apply policy & procedures and guidelines efficiently and effectively in the course of day-to-day work and to work in an organised, structured way to achieve deadlines. | A & I |
| Qualifications | |

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| 13. Level 2 gym qualification or equivalent | C |
| Special Requirements | |
| 14. Able to work unsociable hours including evenings and weekends as required. | A |
| 15. Understanding of the multi-racial community in Wandsworth and the implications for service delivery in general and be able to work with all sections of the community including young people, older adults and people with disabilities. | A |
| 16. Understanding of safeguarding and the implications for service. | A |