

Job Description

Post:	Sales and Events Manager
Post Ref:	IHL301
Grade:	£20,617 + Commission
Hours:	37 hours per week. Evening and weekend work is part of the requirements of this post.
Reports To:	Leisure Operations Manager
Base:	Selby Leisure Centre / Summit Indoor Adventure
Works With:	All colleagues within Selby Contract

Job Purpose

1. Responsible for developing, implementing and driving the sales strategy across the Selby contract.
2. To work with and support the Contract Operations Manager and Assistant Managers to ensure the successful delivery of sales targets, sales activity and sales framework at all sites.
3. To lead and co-ordinate outreach work actively seeking out new business opportunities for sites, through participation in group wide initiatives and working alongside other colleagues, managers and partners.
4. To have a clear understanding and overview of all sales performance / processes and to ensure completion of documentation at sites. To ensure that all product sales are completed in line with policy and procedures.
5. Ability to devise, monitor and report marketing performance and use this data to plan and implement strategies to continuously improve performance in these areas.
6. Ensuring that high levels of customer service are adopted by the workforce to maximise every sales opportunity and meet quality standards always.

Main Duties and Responsibilities

1. Drive the development of best practice systems for dealing with initial sales enquiries and/or visits to facilities of prospective customers, ensuring positive promotion.
2. Oversee quality control systems for the achievement of conversion rates from facility tours and telephone enquiries to appointments and sales, against monthly product sales targets.

3. In consultation with the Contract Operations Manager and onsite Assistant Managers ensure that all sales systems and initiatives remain efficient and are adhered to always.
4. To continue to develop a supreme level of product knowledge on all aspects of the site timetables, facilities, process, party options, activity options, membership options and sales techniques.
5. Achieving and increasing Sales target and KPI's coherently maintain and reach conversion ratio targets.
6. Ensure the sites workforce are pro-active in generating leads and in the conversion of the leads via phone calls, site tours, point of sale referrals and other such methods.
7. To ensure all prospective customers are given a professional tour of the facility by the onsite teams and are presented with and encouraged to take out a membership, book a party or activity.
8. Constantly develop and improve referral mechanism.
9. Ability to network within the local and wider communities to promote the 'Unique Selling Points' of the business.
10. Provide 'on floor' and 'impact' sales support as and when required at all sites.
11. Provide support and guidance on non-membership areas of the business as and when required.
12. To work with the sites management teams, ensuring training is adequately giving with quarterly refresher training follow ups.
13. To lead, motivate and coordinate the workforce to achieve site targets as set by the Contract Operations Manager.
14. To effectively and confidently fulfil the role and responsibility of a Sales Manager.
15. To continually generate new business by coordinating corporate visits.
16. To support the Development Manager and Marketing Officer in planning and implementation of marketing promotions and outreach.
17. Lead when required on Sales meetings launching monthly sales targets to site teams.
18. Development of new systems and ways of working to better record & analyse sales information.
19. Proactively look at opportunities, threats and risks that affect the growth of the business and act to counteract.
20. Analysing of data related to sales for accuracy and to inform decision making.
21. To ensure all prospective customers are given a professional tour of the facility by the onsite teams and are presented with and encouraged to take out a membership, book a party or activity.

Other Duties and Responsibilities:

Administration

1. Ensure that full auditable procedures and practices are in place for processing, storage and management of member information including financial information and key performance indicators.
2. Liaise with internal and external contacts and user groups and customer forums in evaluating customer needs.

Marketing

1. Pursue and promote corporate contacts in the area for all sites.
2. Assist in the development and promotion of schemes aimed at attracting as wide a proportion of the market as possible.

3. Undertake competitor analysis and report findings to the Contract Operations Manager and Assistant Managers as appropriate. Utilize team members to undertake mystery visits.
4. Contribute to marketing campaigns / adverts / offers aimed at raising awareness for the Leisure Village as well as maintaining the branded image of these services.
5. Assist in promoting the campaigns that are designed to profile target areas and groups through social media.

Other Duties

1. To undertake other such duties and responsibilities of an equivalent nature that are in line with pay scale and purpose of job role as may be determined by the Contract Operations Manager.
2. To participate in any training initiatives, as a trainer, in relation to the duties of the post.
3. To provide cover during any long-term absence of staff that would have a negative impact on the site and sales performance.

You will possess the following:

1. Be results-driven, with a demonstrable track record in exceeding targets.
2. A strong understanding of selling techniques and dealing with customer satisfaction.
3. A confident and outgoing personality with strong communication skills and the ability to work with people at all levels.
4. A genuine interest in the fitness and leisure industry.
5. Strong administration and organisation skills.
6. Be passionate and determined to drive forward new business, to exceed sales and revenue targets whilst remaining focused on customer service and retention.
7. Effectively plan and execute the sales and marketing strategy.
8. Adopt a proactive approach to growing our product sales base.
9. Can analyse and evaluate data against KPI's.
10. Have leadership skills, particularly the ability to motivate and inspire people at all levels.
11. Be solutions-focused team player with a can-do attitude.

Person Specification: Sales and Events Manager

	Essential/ Desirable	Appn for/ Inter/Test
Education and Qualifications		
GCSE or equivalent in Maths and English Language, or have the ability to pass a literacy and numeracy test or have the required experience	D	A
Sales related qualification e.g. Sales and Marketing Diploma	D	A
Experience Relevant to The Job		
Experience of sales, preferably in a leisure or health and fitness related field	E	I
Experience in data inputting	E	I
Experience of undertaking administration duties	E	I
Experience in telesales	D	I
Experience of working with Microsoft Office Packages	E	I
Abilities and Skills		
Proven ability to plan and organise a full programme of work by working on own initiative	E	I
Proven ability to achieve monthly sales targets and Key Performance Indicators	E	A/I
Proven high standards in customer care and service delivery	E	I
Excellent communication skills	E	I
Ability to liaise, negotiate and communicate effectively with all levels of people, sections or businesses both internally and externally to the organisation	E	A
Friendly, outgoing personality	E	I
Goal driven	E	I
Maintain a well presented and professional manner	E	I
Excellent IT skills	E	I
Ability to organise and prioritise workloads	E	A/I
Ability to undertake a wide range of administrative tasks	E	I
Ability to work as part of a team	E	A/I
Flexible approach	E	I

Ability to work under pressure and meet deadlines	E	A/I
Ability to work during the evening and at weekends	E	I
Ability to assist in the organisation of promotional campaigns and direct mail programmes and initiatives	E	I
Knowledge and Awareness		
Knowledge of leisure management software systems preferably Torex Leisure Management System	D	I
Knowledge and awareness of Health and Safety policies, codes of practice and safe working procedures	D	I
Knowledge and awareness of and commitment to the Wigan Leisure and Culture Trust's Equal Opportunities policies in relation to both employment and service provision	D	I
Awareness of computer assisted techniques in relation to marketing and databases administration	D	I