



## Membership Sales Coordinator Position Description

### Key Position Information

Job Title: **Membership Sales Coordinator, Fitness** Reports to: **Fitness Centre Manager**

Location: **National Centre of Indigenous Excellence, 180 George Street, Redfern**

Status: **Fixed Term, part-time** Direct/Functional Reports: **nil**

This position description is intended to be a guide to the principal duties and responsibilities of the post and includes specific tasks by way of illustration. It is not intended to be a definitive or exhaustive list. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post.

### Primary Purpose of Role

Manage all aspects of Fitness membership growth including sales, retention and reactivation. Achieve sales targets for the NCIE Fitness & Aquatics Centre.

Working according to NCIE overall communications and marketing strategies, coordinate all internal and external communications for all Fitness & Aquatics marketing activity to dynamically promote programs to current members, future prospects and the broader community.

### Qualifications

The candidate will have worked in a sport, leisure or fitness centre or facilities in a customer service/sales role and have a minimum one year of experience in a sales specific role. Training skills and experience would be desirable.

The successful candidate will have completed tertiary studies in Fitness/Marketing/Communications/Business (or a related field), and/or hold sound equivalent experience in a direct sales/service role.

Applicants must hold current HLTAID001 Provide CPR Certificate.

A NSW Working with Children clearance is required for this role.



| Key Result Area (KRA)               | Key Performance Indicator (KPI)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| <b>Operational</b>                  | <ul style="list-style-type: none"> <li>• Achieve pre-determined sales/membership targets and contribute to future budgets and planning</li> <li>• Manage all aspect of Fitness membership sales, and retention</li> <li>• Educate and train customer service staff members in direct sales, upcoming promotions and customer on-boarding, care and retention</li> <li>• In consultation with NCIE Marketing team, develop &amp; deliver timely and effective communication strategies to support membership retention, participation and growth</li> <li>• Coordinate all internal communication/promotion of the marketing calendar of activities and member campaigns, ensuring all staff are aware of current programs</li> <li>• Conduct external and outreach activities to local public areas, business and communities to promote the Fitness Centre &amp; programs</li> <li>• Monitor and evaluate sales performance &amp; membership statistics for remedial or new promotional activities</li> <li>• Prepare and present monthly/program membership status reporting, participate in special projects and attend meetings as required</li> <li>• Provide customer service as needed</li> <li>• Any other duties that assist or increase Fitness &amp; Aquatics sales at NCIE</li> </ul> |
| <b>NCIE's Core Values</b>           | <ul style="list-style-type: none"> <li>• Consistently acts in accordance with the NCIE's values, challenges practices inconsistent with these values and uses values as a basis managing relationships and decision making</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Employee WHS</b>                 | <ul style="list-style-type: none"> <li>• Modelling healthy and safe behaviour and ensuring personal health and safety at work</li> <li>• Not adversely affecting the health and safety of other workers or persons</li> <li>• Proactively detecting and reporting hazards, then reporting them to the line manager to ensure timely and proper control</li> <li>• Complying with all reasonable instructions, policies &amp; procedures and safely using equipment</li> <li>• Reporting any incidents (near misses/injury/illnesses)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Risk Management</b>              | <ul style="list-style-type: none"> <li>• Assists with developing and managing a consolidated organisational risk and compliance portfolio including but not limited to WHS, financial, people, systems and operational risk</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>NCIE Policies and Procedures</b> | <ul style="list-style-type: none"> <li>• Contribute to the development, compliance, maintenance, training and application of NCIE policies and procedures</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |



## Selection Criteria

**The occupant of this position will be able to demonstrate the following criteria:**

1. Strong business sales acumen and 1+ years' promotional experience in a service/membership industry demonstrating membership growth.
2. Experience in Fitness industry and/or managing customer service teams, with a high degree of initiative and self-motivation.
3. Ability to communicate effectively and work constructively with Aboriginal people and Torres Strait Islanders and a knowledge and understanding of their cultures.
4. Direct sales skills and the ability to train and mentor front line staff in sales skills.
5. Demonstrated contribution to internal and membership communication plans, development and effective outputs, in line with branding and enterprise protocols
6. Data analysis and reporting skills to measure incoming enquires, tours, sales and retention (weekly, month end and quarterly) to management.
7. Excellent written and oral communication skills, including effective use of social media platforms and experience with formal reporting and use of multiple media for promotions.
8. Capacity to work flexible shifts (as required) across the facility opening days (Mon-Fri, with infrequent weekend shifts) and extended trading hours, to meet customer and primary role requirements.

## Practical Requirements

The preferred candidate will be engaged in a part-time Employment Agreement for a Fixed Term of 12 months.

Work outside of normal business hours of duty may be required within the Fitness Centre spread of operating hours. Usual attendance will be Monday – Friday.

Ensure appropriate business attire is worn at all times and adhere to NCIE Uniform/Presentation Policy.

Employment will be subject to a Criminal History Check and the candidate must have or have the ability to get a NSW Working with Children Check clearance.

Appointment to this position of a person not currently an officer of NCIE will be subject to a probationary period of 6 months.

