



## **Job profile**

### **Membership Sales Consultant**

#### **Grade F**

**Group:** Public Health and Wellbeing

**Service:** Go Gateshead, Sport and Leisure

**Location:** Civic Centre, and various leisure facilities

**Line Manager:** Service Manager

**Car User Status:** Casual

#### **Job Purpose**

To assist in the marketing and promotion of the Go Gateshead products and lead on the delivery of the sales strategy to achieve service income targets.

#### **The key roles of this post will include:**

1. To assist in securing sales volumes and revenue targets for Go Gateshead products and services.
2. To use multiple channels to generate new leads and follow-up existing leads to increase customer acquisition and retention.
3. To manage sales systems to maximise acquisition and retention.
4. To generate and convert sales leads through outreach activities and corporate events.
5. To represent the service at both internal and external events, developing relationships within the local business and residential community.
6. To conduct sales tours in facilities to promote and sell Go memberships and products, such as swimming lessons.
7. To promote Go membership and Go Gateshead products to the corporate market and assist in securing new business.
8. To support the facilities management teams to deliver business plan priorities whilst ensuring excellent customer service.
9. To support the service to embed a successful sales culture to improve overall business performance.
10. To lead by example and nurture internal sales talent, including coaching and training of colleagues where necessary.
11. To supporting the service to retain members as part of the service retention strategy
12. Such other responsibilities allocated which are appropriate to the grade of the post.



## Knowledge & Qualifications

### Essential:

#### Knowledge:

- Effective sales techniques, generating sales leads, and managing sales systems.
- The sports and leisure industry.

#### Experience:

- Using Face to face and telephone sales techniques.
- Working to targets to exceed expectations.
- Working in a fast-paced environment.
- Communicating effectively.
- Delivering excellent customer service.
- Using Microsoft Office products.

#### Qualifications:

- 4 GCSEs at Grade C and above, Grade 4 or above, or equivalent.
- A current driving license and access to a car or means of mobility support.

### Desirable:

#### Knowledge:

- Local Government practices.
- The benefits of leading and healthy and active lifestyle.

#### Experience:

- Working in a sales role.
- Working in a sales or marketing role within a sport and leisure environment.

#### Qualifications:

- Evidence of continued professional development.



## Competencies

|                                 |   |
|---------------------------------|---|
| <b>Customer Focus</b>           | Puts the customer first and provides excellent service to both internal and external customers            |
| <b>Communication</b>            | Uses appropriate methods to express information in a clear and concise way to make sure people understand |
| <b>Team Working</b>             | Works with others to achieve results and develop good working relationships                               |
| <b>Making things happen</b>     | Takes responsibility for personal organisation and achieving results                                      |
| <b>Flexibility</b>              | Adapts to change and works effectively in a variety of situations   |
| <b>Learning and Development</b> | Actively improves by developing and applying new skills and knowledge and learns from past experiences    |