



## JOB DESCRIPTION

**POST TITLE**      **Customer Sales Advisor**  
**GRADE**            **NS4 SCP 4-5**  
**DATE**              **June 2015**

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**RESPONSIBLE TO**              Active4Today Management

**LIAISON WITH**                Existing and potential customers, local businesses and organisations,  
Active4Today staff and colleagues, sales and marketing personnel

**PURPOSE OF JOB**              To maintain and increase membership sales covering the full range of  
services on offer at leisure centres

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### **MAIN ACTIVITIES, DUTIES AND RESPONSIBILITIES**

1. To be the first point of contact for all enquires for Xperience and ACTIVO customers with a primary role of developing the corporate memberships through workplace health initiatives.
2. To organise and deliver health awareness events and roadshows within key workplaces in the district.
3. To conduct introductory facility tours and demonstrations for potential new members and explain membership packages available.
4. To follow up on initial customer enquiries and encourage take up of available membership packages.
5. To contact existing members, encourage customer feedback and arrange appointments, filling courses, personalised programme reviews and assistance as appropriate.
6. To complete all relevant administration relating to membership schemes.
7. To uphold the principles of excellent customer service and deal with enquiries and comments, and where necessary liaise between customer and instructors to ensure the services are effective and meet expectations.
8. To ensure all monthly sales, income and retention figures are reported when required to the management team.
9. To ensure information is made available by use and interrogation of the computerised membership system.
10. To assist the management in the introduction and implementation of marketing campaigns in order to maximise sales and assist in the retention of the customer base.
11. To attend training courses as required.
12. To comply with all health and safety regulations.

**Active4Today Ltd**

Registered Office: Kelham Hall, Newark, Nottinghamshire, NG23 5QX

Company Registration Number: 9477018. A company registered in England and Wales. VAT Registration Number: 210 5701 61

13. Any other duties as may reasonably be required by Senior Management.

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Special Features

1. A uniform is provided and must be worn.
2. Discounted access to the Company Activo/Xperience membership packages
3. The post holder is expected to adopt a flexible approach and be able to cover sickness and holidays where required.

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**HEALTH AND SAFETY**

You will uphold the Company Health and Safety Policy and amendments made thereto by the Company and comply with all relevant health and safety legislation.

**RISK MANAGEMENT**

Active4Today is committed to the effective management of risk. It is the responsibility of all employees to carryout their duties and responsibilities with adequate regard for risk management, as outlined within the Company Risk Management Strategy and Policy.

**SAFEGUARDING**

The Company has a statutory obligation to safeguard and promote the welfare of children and vulnerable adults. This responsibility sits with all those individuals who provide services on behalf of Active4Today, including all those who work with children, young people and families; those who manage staff within this work; staff who work with mothers, fathers, carers and other adults who have contact with children; staff who have both direct and indirect contact with children, including administration, support and back office staff; contractors; volunteers, community groups and the general public.

**EQUAL OPPORTUNITIES**

You will uphold the Company Equal Opportunities Policy in Service Delivery and Employment, thereby promoting a fair and quality service to all.

**TRAINING**

You will keep under review your own development needs. Learning needs should be discussed and determined at your annual appraisal and you will be required to undertake training as identified and as appropriate, for the individual, or as required for effective performance of the duties of the post.

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This Job Description represents a statement of the duties of the post but does not include all minor duties. It is inevitable that over time the nature of any individual job will change and existing duties may be lost or others gained without changing the general character of the duties or the level of responsibility entailed. As a result the Company will expect this Job Description to be subject to revision.

Active4Today and Southwell Leisure Centre Trustees are committed to equal opportunities. As part of its policy it has been agreed that applicants wishing to work on a 'Job Share' basis will be considered on an individual basis. Since it is not possible for all posts to operate in this way, if you wish to enquire about 'Job Sharing' you should contact the Human Resources Section in the first instance.

Signature of Postholder ..... Date .....



## PERSON SPECIFICATION

**POST TITLE**      Customer Sales Advisor

**DATE**              June 2015

FACTOR	ESSENTIAL OR DESIRABLE	METHOD OF ASSESSMENT
<b>RELEVANT EXPERIENCE</b>	<b>DESIRABLE</b> Sales/marketing experience	Application form
	<b>DESIRABLE</b> Experience of working within the leisure industry	Application form
<b>QUALIFICATIONS</b>	<b>DESIRABLE</b> GCSE Grade C or equivalent in Maths and English	Application form/ certificates
	<b>DESIRABLE</b> Level 2 Fitness Instructor	
<b>VOCATIONAL TRAINING</b>	<b>DESIRABLE</b> NVQ Level 2 in Customer Care	Application form
	<b>DESIRABLE</b> Appropriate sales/marketing qualification	
<b>JOB RELATED SKILLS</b>	<b>ESSENTIAL</b> Be able to work on own initiative and judgement	Interview
	<b>ESSENTIAL</b> Be IT literate and have a working knowledge of packages such as Word, Excel, Access	Interview
	<b>ESSENTIAL</b> Excellent communication skills	Interview
	<b>ESSENTIAL</b> Good organisational skills	Interview
<b>PERSONAL ATTRIBUTES</b>	<b>ESSENTIAL</b> Sensitive to the needs of customers	Interview
	<b>ESSENTIAL</b> Ability to communicate with a variety of people including young people and people with a disability	Interview
<b>WORK CIRCUMSTANCE</b>	<b>ESSENTIAL</b> Able to work flexible hours and weekends and evenings	Interview
	<b>The Company operates a No Smoking Policy</b>	

N.B. The above specification defines the minimum essential requirements of the job, but Active4Today will have regard to the Disability Discrimination Act and will make "reasonable adjustments" to help applicants with a disability achieve these standards. Compliance with all the requirements of the job description and person specification does not guarantee an interview. However, disabled candidates who meet the minimum essential criteria will be guaranteed an interview. It may be necessary to use additional criteria at the short listing stage.