



Group Membership Sales Coordinator
Flexible – Head Office & Centres

Ref: LEDgmsc001

LED Leisure Management Ltd
Unit 16
Woodbury Business Park
Woodbury
Exeter
Devon
EX5 1AY

Tel: 01395 562500



INFORMATION LETTER

LED Leisure Management Ltd (trading name LED) was established on 1st January 2006 as an exempt charity whose registered office is: Unit 16A, Woodbury Business Park, Woodbury EX5 1AY. LED is a community benefit society registered under the Cooperative and Community Benefit Society Act 2014 under registration number 30029R and with HMRC charity registration number EW03089.

LED Leisure Enterprises Ltd is a subsidiary of LED Leisure Management Ltd (Company reference number 06717770), and was established in March 2015 to undertake trading on a commercial footing raising funds for the parent charity.

The provision of catering, hospitality and events management is undertaken through LED's trading subsidiary LED Leisure Enterprises Ltd, including Ocean.

LED provides a range of diverse cultural, sporting and physical activities throughout East Devon and South Somerset in the sectors of indoor and outdoor sports, swimming, exercise and health, children's play schemes, educational programmes, sporting and cultural events and the performing arts. LED plans to further develop the scope and range of its services.

LED currently leases the following facilities from East Devon District Council:

- Axminster Leisure Centre
- Broadclyst Leisure Centre
- Coburg Fields
- Colyton Leisure Centre
- Exmouth Leisure Centre
- Exmouth Pavilion
- Exmouth Tennis & Fitness Centre
- Honiton Leisure Centre
- Ottery St Mary Leisure Centre
- Phear Park
- Seaford Gardens
- Sidmouth Leisure Centre
- Sidmouth Swimming Pool

And from South Somerset District Council:

- Goldenstones Leisure Centre
- Wincanton Sports Centre
- Westlands Sport Centre

Other Facilities:

- Ocean, Exmouth
- Seaton Fitness Centre
- Buckler's Mead Leisure Centre

Organisation

LED is managed by paid employees and voluntary Trustees.

Board	Voluntary Company Trustees drawn from the community, including two staff nominees and representatives from East Devon District Council & South Somerset District Council
Executive	Chief Executive, Head of Finance, Head of Marketing & Sales and Head of Customer Services
Operations	Area Managers, Management Teams, Community Development Team

'LED actively encourages job applications from all members of the community. We are committed to equal opportunities in employment and service delivery. We are only interested in your ability to do the job'.

Procedures have been established to monitor the implementation of equality measures and data provided by applicants (on the tear-off sheet of the Application Form) will be retained, on computer or other records, by Human Resources. The data will be used for the specific purpose for which it is collected. It is not referred to or used during any part of the selection process.

Applications

Any false statement as to qualification or made in connection with an appointment will disqualify the applicant from appointment and, in any instance where employment has commenced before the disqualification is known, services will be terminated.

Recruitment Data Protection Policy & Privacy Notice

Please refer to the website: www.ledleisure.co.uk, for the Recruitment Data Protection Policy and Privacy Notice relating to applications.

General Advice to all Applicants

If you are appointed to the post and you are in receipt of Benefits from the Department of Work and Pensions, it is your responsibility to inform all of the organisations involved that your circumstances have changed. Failure to do so could result in an overpayment of Benefit resulting in recovery action being taken and/or prosecution under the Social Security Administration (Fraud) Act 1997.

Employment of Ex-Offenders

Appointment to this post is subject to "Disclosure" - see attached Policy Statement.

Qualifications / Examination Certificates

Candidates called for interview should bring originals of all certificates to their interview.

Probationary Period

You will be on a six month probationary period during time which you will be expected to establish your suitability for this post.

Pension

Following a deferral period of three months, you may be automatically enrolled into the Company Pension Scheme with NOW Pensions depending on your level of earnings and age. However you will have the opportunity to 'opt out'. Details of the scheme will be provided on appointment.

References

Appointment to this post will be subject to references being taken up. You will be required to supply the names and addresses of two people who are able to provide references relating to your experience and suitability for this post. One must be your present employer or most recent employer.

Completed Application Forms should be returned to H.R. Department, LED Leisure Management Ltd, Unit 16, Woodbury Business Park, Woodbury, Exeter EX5 1AY online applications may be forwarded via the website. The closing date for this post is **4th December 2018** and acknowledgement of receipt will be sent to those applicants enclosing a stamped addressed envelope. Please Note: Curriculum Vitae may be enclosed but only in addition to an Application Form.

We would also advise that the Applications forms of unsuccessful applicants are retained for 6 months and that those of successful candidates are retained throughout the period of employment and for a reasonable time thereafter. Please refer to the Data Protection & Privacy Notice located on the website for further information.

JOB DESCRIPTION

Post title	Group Membership Sales Coordinator
Service	LED Leisure Management Ltd
Location	Flexible – head office & centres
Grade	Grade 6 (£20,418 - £23,004)
Responsible to	Head of Marketing & Sales

Job purpose

Help LED achieve membership sales and retention targets through training and focused support. To maximize the capture and conversion of enquiries to sales through best practice and a range of key activities:

- ❖ Ensuring the sales process is consistently understood and applied across all areas and facilities
- ❖ Support the provision of timely and accurate KPIs relating to enquiries and sales.
- ❖ Ensuring effective use of GymSales to capture leads and maximize conversions.
- ❖ Membership retention
- ❖ Training & coaching for Centre Teams
- ❖ Coordination of Point of Sale support requirements with Marketing Comms team
- ❖ Review of ProInsight Mystery Visit and Call reports and assisting with training needs
- ❖ Support outreach activities where appropriate

Working Arrangements

Full Time - 37 hours per week flexible shift pattern

To include occasional evening and weekend working to support Centre based sales activities and ensure best practice. Corporate memberships across LED areas. The post will require a clean driving licence and access to a car.

Key activities

1. **Ensure Membership Sales operational procedures are embraced, incorporated and effectively applied across Centres: Working with Area & Centre Manager to help them achieve the annual membership sales targets for each Centre.**
 - a) Support an efficient and professional response to membership enquiries received via reception walk-in, centre e-mail address, social media or by phone. Ensure appropriate follow up procedures are in place so that responses are timely, accurate and in line with LED Service Values.
 - b) Ensure all processes and systems are as specified in the LED Membership Sales Manual. Recommend and implement improvements.
2. **Co-ordination of Membership Sales Training requirements across all LED sites.**
 - a) Coordination of sales training with appropriate external training provider.
 - b) Support induction and on-going sales training as directed by Head of Marketing & Sales. Ensuring that all new starters receive thorough induction on the LED membership sales process and have a good understanding of the importance of data capture and membership sales.
 - c) Provision of training to Membership Advisors and Centre teams to include: GymSales enquiries and follow ups, Tours & prospect conversion/asking to join.
 - d) Monitor impact of training against ProInsight Mystery Shops.
3. **Maximise effective use of GymSales software**
 - a) Ensure there is use of and responsibility for GymSales leads (at each centre)

- b) Support the development of a local membership sales promotion and lead generation plans for the Leisure Centre in conjunction with Area Manager, Centre Manager, Membership Advisor (Category A centres) and Marketing Communications Team.
 - c) Follow up on cancellation reports to assess and act on potential for retrieval or targeting as leads with future promotions.
 - d) Ensure regular 'Member Get Member' and 'Bring A Buddy' for free reward promotions to place.
 - e) Ensure each site has a detailed Competitor Analysis Review – updated quarterly
 - f) Attend centre staff meetings where appropriate, from time to time.
4. **Monitoring: In Liaison with Head Office support teams, maintain quality, timely and accurate KPIs and reports**
- i. Enquiry to Sales conversion ratios
 - ii. Retention rates
 - iii. Source of enquiry review
 - iv. Website conversions
 - v. Lapsed member reports
 - vi. Swim school conversion opportunities
 - vii. Get Active Under 16 conversion opportunities
 - viii. Online guest pass redemption
 - ix. Maintain records of source of enquiry, customer comments and other feedback to help with the planning of future sales campaigns.
5. **Corporate Membership Sales**
- a) Establish, maintain, prioritize and regularly review a database of corporate membership leads including local businesses clubs and organizations. With particular focus on group wide corporate opportunities.
 - b) Ensure that only companies or affinity groups with 6 or more members benefit from discounts.
6. **Marketing and Promotion Support**
- a) Support the Marketing Communications Team in distributing all LED marketing materials to help promote new membership campaigns across Centres.
 - b) Carry out Sales audits across sites to ensure Membership Sales has appropriate focus in Centres.
 - c) Maintain appropriate marketing materials to support corporate membership sales activity, in conjunction with the Marketing Communications Team at Head Office.
7. **Have an Agreed Plan to Improve Personal Skills and Knowledge to Achieve the Job Purpose.**
- a) Attend sales specific and other training as directed by Head of Marketing & Sales.
 - b) Meet on a regular monthly basis with Membership Advisors.
 - c) Develop knowledge of the operational membership sales challenges faced by Centre Management Teams by working with the teams on site.
8. **Contribute to the performance of LED by participating positively in your appraisals, service planning and the team meeting process.**
9. **Ensure LED offers a customer focused service to help achieve continuous improvement and innovation in service delivery.**
10. **Recognise your role in forming constructive relationships, to help promote positive communication across the organisation.**
11. **Act as an ambassador for LED in your dealings with customers, stakeholders and others.**
12. **Attend meetings as required during working hours, or with a minimum of 24 hours' notice for out of hour's meetings.**

13. Comply with LED's Constitution, policies and procedures.

14. Perform any other relevant activities, commensurate with the grading of your post.

All the Trust's staff have the activities highlighted in bold included in their job descriptions.

This job description was reviewed in November 2018 by Head of Marketing & Sales and CEO

PERSON SPECIFICATION

Job title: Group Membership Sales Coordinator

Grade: Grade 6 (£20,418 - £23,004)

Employer: LED Leisure Management Ltd (LED)

Location: Flexible – head office & centres

Team: Membership

Category	Requirements	Essential (E)/ Desirable (D)	Method of Assessment (Application Form/Interview/ Psychometric Testing)
Education/Training	1. Educated to NVQ Level 3 in relevant discipline	D	Application Form
Experience	2. Direct sales experience	E	Application Form
	3. Experience of working in a results & performance driven environment	E	Application Form
	4. Leisure industry experience	D	Application Form
	5. Training & development of team	E	Application form/Interview
Knowledge	6. Knowledge of trends within the Health and Fitness Industry relating to sales and customer relationship management	D	Interview
	7. Awareness of current leisure and health issues	D	Interview
Skills/Abilities	8. Excellent written and oral communication skills	E	Application form/Interview
	9. Good numeracy and spreadsheet skills with the ability to plan and monitor targets and budgets	E	Application form/Interview
	10. Proficient in the use of Microsoft Office, social media, e-	E	Application form/Interview

	communications & website content management 11. Good organisational and administrative skills	E	Application form/Interview
Personal qualities and attributes	12. Naturally target focussed & proactively driven to achieve sales 13. Confident, professional & presentable 14. Able to initiate & develop relationships 15. Able to see the importance of customer service in member retention 16. Highly self motivated & energetic 17. Personable with a sense of fun	E E E E E E	Interview Interview Interview Interview Interview Interview
Other relevant factors	18. Full valid UK driving license & access to a car 19. Willingness to work non-standard hours on occasions 20. Commitment to equal opportunities	E E E	Application Form Interview Interview

All LED's staff have the activities highlighted in bold included in their person specification.



Policy statement on the employment of ex-offenders and procedures for the effective use of criminal records disclosures as part of the recruitment and selection process

Policy Statement

LED Leisure Management Ltd (LED Leisure) promotes equality of opportunity and welcomes applications for employment from all candidates.

Information for employees and potential employees

1. We recognise that employing ex-offenders can help to prevent re-offending and we will observe guidance issued, or supported, by the Disclosures and Barring Service (DBS).
2. We will co-operate with the DBS and enable them to undertake assurance checks and will report any suspected malpractice or suspected offences relating to the misuse of information.
3. Application forms will exclude questions about criminal offences.
4. Only candidates called for interview will be asked questions about their criminal records. The questions will include disclosure of spent convictions only when applying for a post which is *excepted* by the Rehabilitation of Offenders Act (as amended). Otherwise, you will be asked to declare unspent convictions only.
5. We will advise all applicants, in advance, if the post advertised is *excepted* from the Rehabilitation of Offenders Act (as amended) and will request a check (disclosure) of criminal records before an appointment is confirmed. The fee for the disclosure by the Disclosures and Barring Service (DBS), will be paid by LED Leisure.
6. Having a conviction will not necessarily bar you from employment with us as we will assess the relevance of any conviction to the particular post for which you apply. This assessment will include consideration of the nature of the work and the working environment.
7. Information on convictions will be kept strictly confidential and on a need-to-know basis.
8. Records showing details of convictions will be destroyed 6 months after they are used for decision-making purposes. The 6 month period is to allow time for any challenge.

Notes

“Rehabilitation periods”

The Rehabilitation of Offenders Act (ROA) (as amended) refers to periods of “rehabilitation” after which a sentence is considered “spent”. Rehabilitation periods vary according to the original sentence and age. For example, for a person aged 18 or over sentenced to imprisonment for a period of between 6 months and 2½ years the period to become “rehabilitated” is 10 years. The period for a person aged 17 or under, sentenced to the same period of imprisonment, is 5 years.

Suspended sentences (treated as having taken effect) are treated the same as for a custodial sentence.

“Spent convictions”

Once a conviction is “spent” the rehabilitated person normally does not have to reveal its existence in most circumstances and can answer “NO” to the question “Do you have a criminal record?”

“Exceptions”

Whilst the “spent” provision normally applies, there are certain occupations which are accepted (see below) including working in positions of trust with children and other vulnerable groups; the intention of which is to ensure that they are protected from those in positions over them. No exceptions apply to “unspent” convictions and candidates for all appointments can be asked to disclose such convictions.

“Unspent convictions” (no exceptions)

Unspent convictions are custodial sentences of more than 2½ years. They are also those sentences of less than 2½ years where the rehabilitation period has not yet expired.

“Disclosure”

Is a means of checking criminal records which is carried out by the Disclosures and Barring Service (DBS), Liverpool. Any offer of appointment to an “excepted” post is subject to disclosure and satisfactory outcome of assessment.

Examples of the exceptions include those listed below but, in any event, we undertaken to advise all applicants (see also Job Description) when an advertised post is “excepted” and subject to “disclosure”.

Examples of excepted occupations include:

Any employment or other work which is concerned with the provision of care service to vulnerable adults and which is of such a kind to enable the holder of that employment or the person engaged in that work to have access to vulnerable adults of such services in the course of his normal duties.

Employment concerned with the provision to persons under 18 of accommodation, care, leisure and recreational facilities, schooling, supervision or training.