



Membership Advisor  
Area West  
Ref: LEDmsa014

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
- Seafeld 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 & Sakes and Head of Customer Services

Operations	Area Managers, Management Teams, Community Development Team
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**'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](http://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 **4<sup>th</sup> June** 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.



**Membership Advisors**  
**Honiton and Ottery St Mary Area**  
with travel to other LED locations in East Devon

**Up to £20,000 OTE + benefits, dependent on experience**

LED Leisure Management Ltd (LED) is a Social Enterprise that provides a range of diverse cultural, sporting and physical activities throughout East Devon and South Somerset, with a current base of 12,000+ members.

We are seeking to recruit a Membership Advisor to increase our membership sales and retention.

The ideal candidate will not necessarily have previous direct sales experience, but must possess a natural ability to communicate with members of the public of all ages. You must be committed to maintaining the existing membership base and above all to increasing our number of public and corporate memberships.

Key requirements for the role:

- ✓ Able to motivate self and team members to achieve new membership sales
- ✓ Professional and presentable
- ✓ Able to initiate and develop relationships
- ✓ Enjoy meeting and communicating with people
- ✓ Recognise the importance of customer service
- ✓ Competent with using Microsoft products (word, excel etc.), social media, e-communications and Customer Relationship Management (CRM)
- ✓ Clean driving license and access to a car on a daily basis
- ✓ Must be able to work flexible hours to include some evenings & weekends

This is an important position and the successful applicant, on achieving measurable results, can expect opportunities to further their career within LED.

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 and with the obvious results achieved.

**Please apply online at [www.ledleisure.co.uk](http://www.ledleisure.co.uk)**

**Closing date: 4<sup>th</sup> June 2018**

**LED Leisure Management Ltd, a charitable registered community benefit society**

## JOB DESCRIPTION

<b>Post title</b>	Membership Advisor
<b>Service</b>	LED Leisure Management Ltd
<b>Team</b>	Area West
<b>Location:</b>	Area West (Honiton & Ottery St Mary)
<b>Grade</b>	SCP 12 – 15 (£16,404 – 17,415) plus bonus on achievement of sales targets
<b>Responsible to</b>	Head of Marketing & Sales and indirectly to Area Manager

### **Job purpose**

The generation and conversion of membership enquiries to achieve monthly and annual sales, as determined by the Head of Marketing & Sales and Area Manager. To assist Managers and Team Members to achieve membership retention targets. To be responsible for the sales training across the area.

### **Working Arrangements**

#### **Full Time - 37 hours per week flexible shift pattern**

To include regular evening and weekend working with some flexible hours to support Centre based (in reach) and outreach marketing and promotion; including activity in communities, businesses and clubs. This post will be based in Area West, providing membership enquiry support to several LED sites. They will also liaise with other areas on corporate wide LED promotions and best practice as part of a sales team. The Membership Advisor will need a clean driving license and access to a car on a daily basis.

### **Key activities**

- 1. Membership Sales: Working with Area Managers and Centre Managers to achieve/exceed the annual sales targets for memberships.**
  - 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, and recommend any improvements.
- 2. Lead Generation: Maximise LED membership potential through effective lead generation and follow up sales activity.**
  - a) Follow-up new membership leads from promotional activities and marketing campaigns.
  - b) Work to deliver against regular sales plans and targets agreed with the Area Manager.
  - c) Follow up on cancellation reports to assess and act on potential for retrieval or targeting as leads with future promotions.
  - d) Promote regular Member Get Member reward promotions
  - e) Support induction and on-going sales training as directed by the Area Manager, identifying areas for improvement.
  - f) Attend centre staff meetings as directed by the Area Manager.
- 3. Sales Training**
  - a) Induction on sales training with front of house staff with completion of the sign-off form.
  - b) Regular update to the existing steps.
  - c) Monitor Mystery Shopping reports to identify training and development needs of staff.

**4. Monitoring: Maintain quality records**

Maintain records of source of enquiry, customer comments, campaign effectiveness and other feedback to help with the planning of future sales campaigns and customer service improvement.

**5. Corporate Membership Sales**

- a) Establish, maintain, prioritise and regularly review a database of corporate membership leads including local businesses clubs and organisations.
- b) Establish key contacts for each lead, identifying opportunities to provide promotional material on business premises, to deliver e-communications and to visit businesses events and activities to support the sales process – all with the objective of generating corporate memberships.
- c) Invite business decision makers for centre show arounds.
- d) Attend relevant Business networking events held in your area. Eg Chamber of Commerce breakfast meetings and other professional bodies.
- e) Maintain appropriate marketing materials to support all corporate membership sales and promotional activity, in conjunction with the Marketing Communications Team at Head Office.

**6. Marketing and Promotion Support**

- a) Support all LED wide membership promotion campaigns throughout facilities ensuring that all internal communications, advertising, processing and monitoring systems are in place.
- b) Support the development of a local membership sales promotion plan for each facility in conjunction with the Area Manager and Marketing Communications Team.
- c) Ensure Centre websites and social media channels are up-to-date regarding membership information and promotional campaigns
- d) Support wider facility marketing initiatives as directed by the Area Manager including Centre "Open Days".
- e) Monitor competitor membership sales activity updating Area and Leisure Managers of any changes.

**7. Have an Agreed Plan to Improve Personal Skills and Knowledge to Achieve the Job Purpose.**

- a) Attend sales specific and customer service training as directed by Area Manager and Head of Marketing & Sales/or EMT.
- b) Meet on a regular monthly basis with the other Membership Sales Advisors across LED areas and with the Digital Marketing Assistant.
- c) Meet on a regular monthly basis with the Head of Marketing & Sales and the Area Manager to assess progress against key objectives.
- d) Develop knowledge of the operational challenges faced by Centre Management Teams by working with the teams on site.

**8. Support the Centre Management Team in Achieving the Overall Budget for LED.**

**9. Contribute to Reports for Trustees, Executive Management Team and Partner Working Groups to Consider on Issues Relating to the LED Functions.**

**10. Support the Centre Management Team in Performance Management of LED using Service Planning, Annual Appraisal and Team Meetings.**

**11. Support the Centre Management Team in Making Sure LED Offers a Customer Focused Service and Strives to be Innovative in its Search for Continuous Improvement.**

**12. Promote Positive Communication Across the Organization, Encourage Constructive Relationships and Develop Staff Feedback Methods.**

**13. Attend Meetings as required (you will need to be flexible in working hours).**

**14. Comply with LED's Constitution and Policies.**

**15. Perform any Other Relevant Activities Decided by the LED EMT.**

## PERSON SPECIFICATION

**Job title:** Membership Advisor

**Grade:** SCP 12 – 15 (£16,404 – 17,415)

**Service:** LED Leisure Management Ltd

**Team:** Area West

**Location:** Area West (Honiton & Ottery St Mary)

Category	Requirements	Essential (E)/ Desirable (D)	Method of Assessment (Application Form/Interview/ Psychometric Testing)
<b>Education/Training</b>	1. Educated to NVQ Level 3 in relevant discipline.	D	Application Form
<b>Experience</b>	2. Leisure related experience in a customer service/sales environment	D	Application Form
	3. Experience of working in a results & performance driven environment.	D	Application Form
<b>Knowledge</b>	4. Knowledge of trends within the Health and Fitness Industry relating to sales and customer relationship management.	D	Interview
	5. Awareness of current leisure and health issues.	D	Interview
<b>Skills/Abilities</b>	6. Excellent written and oral communication skills.	E	Application Form/Interview
	7. Good numeracy and spreadsheet skills with the ability to plan and monitor targets and budgets.	E	Application Form
	8. Proficient in the use of Microsoft Office products.	E	Application form/Interview
	9. Good organisational and administrative skills.	D	Application Form/Interview
	10. Able to motivate self and team members to achieve sales.	E	Application Form/Interview
<b>Personal qualities and attributes</b>	11. Professional & presentable	E	Interview
	12. Able to initiate & develop relationships	E	Interview
	13. <b>Motivated with the</b>	E	Interview

Category	Requirements	Essential (E)/ Desirable (D)	Method of Assessment (Application Form/Interview/ Psychometric Testing)
	<p>ability to listen to, work well with, and be respectful to, others and committed to being a team player.</p> <p>14. Ability to show empathy with the public or customer and their perceptions</p> <p>15. Friendly and outgoing personality</p> <p>16. Discretion</p> <p>17. Positive outlook</p> <p>18. Enjoy meeting and communicating with people</p> <p>19. Recognise the importance of customer service</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>
<b>Other relevant factors</b>	<p>20. Full valid UK driving license and access to a car</p> <p>21. Willingness to work non-standard hours on occasions</p> <p>22. Commitment to equal opportunities</p>	<p>E</p> <p>E</p> <p>E</p>	<p>Application Form</p> <p>Interview</p> <p>Interview</p>

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

This person specification was reviewed in May 2018 by Head of Marketing & Sales





## **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.