

Job Purpose Statement

The Sales and Support Team manage the promotions of all Membership Sales and the support of these memberships within Surrey Sports Park. This role will assist in the promotion and sales of a large portfolio of student and community memberships, junior programmes and adult courses to prospective, new and current members of Surrey Sports Park (SSP) with a main focus on student sales and promotions.

The post holder will follow the Sales Team's customer-centric approach to guide prospects to the most appropriate services and programmes, whilst building relationships to help support and advise customers as part of the enquiry and on boarding process

The post holder will support the sales and support team in creating a student sales strategy and campaigns, executing this bi-annually throughout the year and monitoring its' successes.

The post holder will be part of the team of Customer Support Administrators who provide high-level support to new and current members and users of SSP, to ensure the smooth running and professionalism of services and programmes and deliver an exceptional customer service.

The post holder actively contributes to the revenue generated within SSP through the sign up of new customers and the retention of current members ensuring all customer enquiries are answered fully to a high standard.

The post holder will work alongside the team to plan and deliver new sales initiatives targeting Students and carrying out market research on competitor university venues, and membership pricing.

Problem Solving, Accountability and Dimensions of the role

The post holder will work closely with the Sales and Support team for the provision of sales and administrative services, with a primary focus on students. The post holder is responsible for ensuring that excellent service is delivered to all SSP customers.

They are expected to operate in a proactive manner, prioritising their work within the guidelines set. They are expected to report to the Sales & Support Executive on a regular basis, to provide feedback on their progress against agreed objectives. It is therefore necessary that the post holder has the ability to effectively and efficiently manage their workload, to prioritise the requirements of the business, but to ensure key deadlines are met. Subsequently, good knowledge of the organisation's strategies and aims are essential. To ensure the consistency and quality of the sales and support delivered across SSP, the post holder operates within well-established documented processes, policies and procedures.

As the Customer Support team are responsible for receiving incoming telephone calls, emails and online enquiries, the post holder will need to apply a level of knowledge of the building and staff roles to be able to assist and have confidence when dealing with potentially difficult customer situations.

The post holder is expected to identify and suggest to their line manager any improvements or developments to current working practices which can be made and where appropriate to implement them into the service they provide. This post impacts upon the customer experience across SSP.

The post holder will be expected to work with a number of IT, finance and leisure management systems and produce subsequent reports when required.

Background Information/Relationships

Surrey Sports Park is at the heart of sport and physical activity in Surrey, and our mission is to deliver the best possible sport, health and wellbeing experience to our University of Surrey students and to the wider SSP community. We provide strategic added value to the University by delivering an outstanding student experience through social and competitive sport and providing an excellent environment for wellness and fitness for Surrey staff and students, and our community impact is significant both culturally and physically. The team is passionate and high performing, and the business model requires us to deliver a self-sustaining, well managed and customer service focused business.

The post holder will work closely with all Sports Park staff and both internal and external guests.

This job purpose reflects the core activities of the post. As the Department/Faculty and the post-holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. Surrey Sports Park expects that the post-holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.

Should significant changes to the job purpose become necessary, the post-holder will be consulted and the changes reflected in a revised job purpose.

Person Specification This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role.

Qualifications and Professional Memberships

**Essential/
Desirable**

GCSE level (numeracy and literacy) or equivalent vocational qualifications, plus some relevant work experience

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Or		
A number of years experience within a similar role		
Technical Competencies (Experience and Knowledge) This section contains the level of competency required to carry out the role (please refer to the competency framework for clarification where needed and the Job Families Booklet).	Essential/ Desirable	Level 1-3
Proven customer service and people management skills	D	2
Experience of database management.	D	2
High level of accuracy and attention to detail, including database entry.	E	2
Good keyboard skills and working knowledge of Microsoft Office, email, Internet and database entry.	E	2
Experience of working in sales and knowledge of sales techniques	D	2
Experience of working in a sport, fitness or leisure setting.	D	n/a
Special Requirements:	Essential/ Desirable	Level 1-3
To work during unsocial hours, including early mornings, late evenings and at weekends on occasion as required.	E	n/a
Disclosure and Barring Service Clearance	E	n/a
Core Competencies This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). N/A (not applicable) should be placed, where the competency is not a requirement of the grade.		Level 1-3
Communication		2
Adaptability / Flexibility		2
Customer/Client service and support		2
Planning and Organising		2
Teamwork		2
Continuous Improvement		2
Problem Solving and Decision Making Skills		2
Leadership / Management		1
Creative and Analytical Thinking		2
Influencing, Persuasion and Negotiation Skills		2

Strategic Thinking	n/a
Organisational Information	
<p>All staff are expected to:</p> <p>Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the Surrey Sports Park Equal Opportunities Policy.</p> <p>Help maintain a safe working environment by:</p> <ul style="list-style-type: none"> • Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand. • Following local codes of safe working practices and the Surrey Sports Park Health and Safety Policy. • Excellent environmental performance is a strategic objective for Surrey Sports Park. All staff are encouraged to work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students. • Undertake such other duties within the scope of the post as may be requested by your Manager. 	

Key Responsibilities	
<p>This document is not designed to be a list of all tasks undertaken but an outline record of the main responsibilities (5 to 8 maximum) and should be read in conjunction with the accompanying Job Purpose.</p>	
<ol style="list-style-type: none"> 1. Meet and aim to exceed membership and programme sales, retention and revenue targets with a focus on Students 2. Provide high quality customer service to SSP users, responding to enquiries in a professional and timely manner and passing onto relevant colleagues if necessary. 3. Ensure all prospective customers are provided a comprehensive start to their new member journey, including handling enquiries, tour of facilities and the on boarding process. 4. Handle membership enquiries through the management of the memberships email address; including the processing of member cancellations, freezing, etc. 5. Act as an escalation point for programme bookings, supporting and onboarding customers post sale through to delivery of programmes. 	

6. Work with the Sales & Support team to report on and provide insights into enquiries and feedback regarding programmes and services across SSP.
7. Identify new member opportunities and areas of the business to target for growth. The post holder will be able to successfully highlight and cross sell a range of SSP services to customers

N.B. The above list is not exhaustive.