Post Details	Last Updated: 03 July 2026	
Job Title:	Sales & Support Assistant	
Job Family & Job Level	Commercial Services	Level 3A
Responsible to:	Sales & Support Executive	
Responsible for:	Supporting sales & support executive with line management of sales & support advisors	

Job Purpose Statement

There are 2 core elements to this role, the first being the post holder is responsible for the administration and customer support across a portfolio of programmes and memberships ensuring prospective and existing customers receive a professional, responsive and customer-focused service always, and enable SSP to achieve its key strategic objectives.

Working under the direction of the Sales & Support Executive, the post holder will assist with membership and swim academy sales, customer onboarding, direct debit administration, programme enquiries and retention activities. They will act as a first point of contact for customer enquiries through telephone, email and online channels, helping customers access the most appropriate products and services whilst supporting the achievement of departmental sales and retention targets.

Problem Solving, Accountability and Dimensions of the role

The post holder must operate in a proactive manner, organising and prioritising their work within the guidelines set by their line manager and within the internally set protocols of the department, they will work towards clearly defined objectives and KPIs. The post holder has the latitude to set their own agenda within these parameters and will organise and prioritise their own work to ensure that key deadlines and objectives are met, with supervisory approval.

The post holder is expected to provide advice and solutions to routine day-to-day problems within the specialist area in which they are familiar. When faced with issues, the post holder is required to identify the nature of the problem or issue through analysis and to apply their judgement and initiative in order to find an appropriate resolution. Where the post holder faces issues/problems which are of a more complex nature and fall outside of the scope of the post holder's experience, guidance may be sought from their line manager. The post holder is required to develop an understanding of the strategy and priorities of the Sports Park to contribute to decisions on how to develop sport and physical activities in support of this.

The post holder will be responsible for the onboarding of all new swimming enrolees, generating reports and making changes where required to the swimming programme. This will involve working closely with SSP's Sales, Marketing, Operations and the Systems and bookings team to ensure all objectives, deliverables, and timeframes are shared, clear, and achievable.

The post holder is expected to suggest improvements to current and existing programmes to help further develop sports on offer within SSP, they are expected to take a pro-active approach to identifying ways to address these and to implement them under the guidance of their line manager, where appropriate. The post holder will keep up to date with the local and national aquatics landscape so they can make effective decisions to position SSP's aquatics programmes accordingly.

The role also provides vital administrative support to ensure the smooth running of SSP programmes, memberships and customer communications, contributing to an outstanding customer experience and the commercial success of the Sports Park.

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 to help with the delivery of key programmes with future developments and improvements.		
This job purpose reflects the core activities of the post. As SSP 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. SSP 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
Degree, HND, NVQ 4 qualified or equivalent in relevant subject/relevant formal training, or some experience in a similar or related role		E
Swim England Level 1 or 2 Certificate in an aquatics activity		D
First Aid Certificate, or willingness to complete the training		D
Other sporting qualifications		D
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**
Working knowledge of MS Office products and the ability to learn new systems.	E	2
Knowledge and experience of delivering sport and / or physical activity programmes.	E	2
Experience of analysing participation trends / feedback and implementing action plans	D	1
Experience of working with partner organisations such as NGB's, CSPs, local authorities, sports councils	D	1
Experience of increasing swimming participation across a range of audiences	E	3
Understanding of quality coaching delivery and customer service	E	3
Experience and a strong understanding of Swim England Learn to Swim Framework	D	3
Special Requirements:	Essential/ Desirable	Level 1-3
To work during unsocial hours, including early mornings, late evenings and at weekends.	E	n/a
Disclosure and Barring Service Clearance	E	n/a
Commitment to undertake relevant CPD training.	E	n/a

A full UK driving licence	D	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		1
Influencing, Persuasion and Negotiation Skills		1
Strategic Thinking		1

Organisational Information

All staff are expected to:

Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with Surrey Sports Parks Equal Opportunities Policy.

Help maintain a safe working environment by:

- 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 Surrey Sports Parks Health and Safety Policy.
- Excellent environmental performance is a strategic objective for the University of Surrey. 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

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.

1. Support the promotion and sale of memberships, swim academy, courses, camps, junior programmes and other SSP products.
2. Contribute towards departmental sales targets through proactive customer engagement and lead conversion
3. Support membership and administration, including Swim Academy, on boarding, class movements and customer communications
4. Assist with camps, courses and sports programme bookings and enquiries and Liaise with operational departments to ensure customer issues are resolved efficiently
5. Deliver exceptional customer service in line with Surrey Sports Park standards.

N.B. The above list is not exhaustive.