

Membership Services Lead

Department: Infrastructure, Housing and Environment

Division: Sports

Reports to: Business Development Manager

JE Ref: IHE1151

Grade: CS 9

JE Date: 15.02.2024

Job purpose

Responsible for leading the 'Front of House' and 'Back Office' Membership Services teams in proactively promoting and effectively advising and encouraging customers to develop healthy lifestyle changes through the Membership Schemes to complement the Inspiring Active Vision and Mission. Leading the Membership Services team to deliver the highest levels of customer service ensuring that all customer interactions and sales admin are dealt with in a timely and efficient manner. Monitoring the workload of the Membership Services team, developing Key Performance Indicators (KPIs) and managing all related customer service processes end to end. Acting as the Relationship Manager for Corporate customers and develop new strategies for optimising revenue opportunities. Acting as an expert in all membership products and services and a point of referral to respond to less routine queries from customers.

Job specific outcomes

Assist the Business Development Manager to develop, prepare and implement annual membership service plans and strategy, ensuring the future aims and objectives maintain a competitive advantage over other businesses in the leisure industry on the Island. Proactively engaging with customers, promoting the broad range of membership services and providing efficient responses to enquiries. Proactively following up prospective new customers to drive new sales and seeking opportunities where sales may be maximised. Offering tours of the facilities where possible, attending trade shows and membership events when required.

Lead on the implementation of excellent customer service standards aligned to those set by Customer and Local Services. Role modelling and encouraging great customer service with each interaction, thinking ahead for customers to pre-empt their needs where possible and dealing with queries and complaints effectively. Ensure all customer feedback relating to memberships is captured and reported in the appropriate systems, and responded to, in line with Customer Strategy. Liaise with operational teams to deliver improvements and promotional teams to inform communications.

Lead the FOH and Back-Office Membership Services teams, responsible for all customer interactions and sales admin coordinating resources to ensure all face to face work stations, telephones, online systems are meet daily business needs in the most efficient way. Assess and reallocate the work of Membership Services team to ensure the most effective use of resources and efficient provision of services.

Support Membership Service team in dealing with a range of queries ensuring efficient customer service at all times. Maintaining an expert understanding of the products and services on offer as well as any available packages. Ensuring relevant policies, terms and conditions relating to membership services are clearly communicated for compliance and quality assurance. Act as a point of escalation for any customer complaints and proactively handle complaints via the set strategy, reporting on key trends and only escalating any contentious issues to the Business Development Manager.

Monitor and report on the performance of the Membership Services teams by developing KPIs to ensure consistently high-quality customer care and standards at all times. Motivating the team in line with Team Jersey Values. Proactively addressing any wellbeing or performance concerns should they arise through set procedures (e.g. Connect Performance, Performance Improvement Plans, Probation). Working with the Quality & Standards Co-Ordinator to ensure any identified training needs are responded to promptly. Lead the recruitment of staff within the Membership Services team, carrying out interviews in line with agreed policies and procedures, and deliver training as required.

Undertake their own workload of duties alongside the Membership Services teams. Selling a range of membership products and services. Ensuring details are appropriately checked and accurately recorded onto the relevant system and comply with policy requirements, including bank details and relevant medical facts. Act as the Relationship Manager for Corporate customers and develop strategies for attracting new corporate customers.

Responsible for managing the Membership Services processes end to end. Identify and propose improvements to procedures to assist the Business Development Manager in modernising services in line with industry best practice and to optimise customer experience. Lead in the development of process guide documents and delivering product training to the Membership Services team, as well as the operational teams so all understand the products available and are equipped to deliver a quality service to the customer. Preparing copy for Digital and Business as Usual communications where required.

Monitor membership statistics and report to the Business Development Manager to inform product development and promotions plans. Manage the Direct Debit run for memberships, create monthly statements of the income generated by membership fees for the Treasury and Exchequer, in accordance with financial directives. Investigating and resolving any issues or discrepancies, ensuing debt management. Ensuring Membership Service Officers comply with the relevant Financial Codes of Direction and those prescribed fees are received in accordance with policy.

Support the Business Development Manager in collating any necessary sales information for Subject Access Requests (SAR) and Freedom of Information Requests (FOI) as necessary.

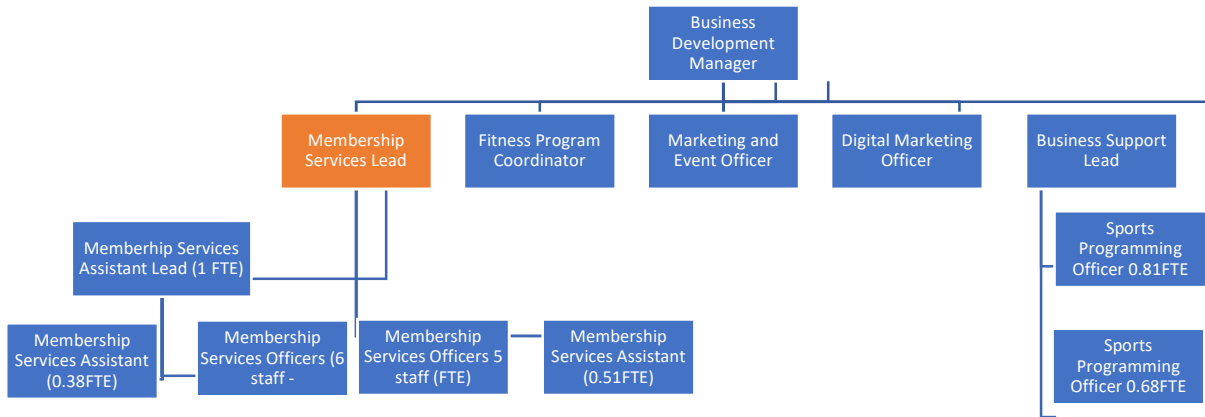
Statutory responsibilities

Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

Services

Front of House and Back Office Membership Services

Organisational structure



Person Specification

Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p>Qualifications <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>Degree level educated and/or hold a Level 3 Chartered Management Institute qualification or above.</p>	
<p>Knowledge <i>This relates to the level and breadth of practical knowledge required to do the job (e.g. the understanding of a defined system, practice, method or procedure).</i></p>	<p>The ability to acquire, assimilate and gain an expert working knowledge of the membership products and services.</p> <p>Advanced information management reporting.</p> <p>Knowledge of local H&S Legislation relevant to the management of people in their working environment.</p> <p>Knowledge of financial</p>	<p>Knowledge of:</p> <p>The activity and processes of Government</p> <p>Sports priorities, key objectives, risks and issues relevant to the department division and the role</p>

	<p>directives in relation to the services</p> <p>The ability to acquire good knowledge of routine work procedures.</p> <p>Knowledge of how to motivate and lead a team to achieve effective results.</p> <p>An acceptable level of the English language.</p>	
<p>Technical / Work-based Skills <i>This relates to the skills specific to the job, e.g. language fluency, vehicle license etc.</i></p>	<p>Strong computer literacy with ability to operate the Microsoft Office package.</p> <p>A methodical approach, with the ability to work to a high level of accuracy and attention to detail.</p> <p>Driving licence (Group B)</p>	
<p>General Skills/Attributes <i>This relates to more general characteristics required to do the job effectively, e.g. effective written communication skills, ability to delegate, motivation or commitment etc.</i></p>	<p>Problem solving, negotiation and influencing skills</p> <p>Confident decision-maker</p> <p>Innovative approaches to service delivery</p> <p>Strong relationship building skills and confident dealing with external and internal stakeholders at all levels.</p> <p>Ability to present information effectively, both verbally and in writing</p> <p>Ability to train others to facilitate the achievement of high standards.</p>	

<p>Experience <i>This is the proven record of experience and achievement in a field, profession or specialism. This could include a minimum period of experience in a defined area of work if required by an external body (for example a period of post-qualification experience).</i></p>	<p>At least 3 years' experience in a similar environment or practical experience in customer service and sales.</p> <p>2 years' supervising a team.</p> <p>Management of the Recruitment and Selection process and carrying out interviews.</p>	
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Core Accountabilities, Attributes and Behaviour Indicators

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the Government of Jersey tier 4 core accountabilities attributes and behaviour indicators.

Organisation chart

