



www.sportsco.ie

South Lotts Road Ringsend Dublin 4 T: 01 6687022

*leisure for
life!*

SPORTSCO

ESB SPORTSCO is a state of the art leisure facility based in south Dublin. We are developing an Organisational Structure to support the expanding need of the Business. Currently operating with a membership base of over 6,000, we are seeking to recruit an experienced number of professionals to assist us in delivering the very best in facilities and service to all members. In order to meet these challenges, SPORTSCO will require the following;

• Sales and Membership Manager

We are seeking enthusiastic highly motivated professionals, with the ability to work on his or her own initiative, to further enhance the service we provide to our members at one of the leading leisure facilities in the country. You will assist the C.E.O/B.D.M in all aspects of the operation of the facility. If you thrive on responding to a challenge and can offer the following, we want to hear from you.

- Customer focused, good communication skills, and enjoy working as part of a team
- A relevant, professional recognised supervisory qualification
- Experience in a supervisory/management position.
- Previous experience of working in a customer focus environment in a position of responsibility.
- Demonstrate a good track record in your career to date
- Membership sales and marketing experience

All positions will be required to work a 39 hour week by shift to cover the facility's opening hours Monday – Sunday. Salary Package will be commensurate with experience.

Interested candidates please e-mail full Curriculum Vitae, in strictest confidence by 5th October 2018 to

Stuart Wilson
B.D.M. SPORTSCO

E-mail: 'stuart@sportsco.ie'



Sales & Membership Manager

Overall Responsibilities

- Management of the centre in absence of CEO & BDM
- Supervising the day to day operation of the sports centre, ensuring required level of staffing, Maintenance, safety and general cleaning standards are maintained
- Quality Management of the facility
- Risk Management of the facility
- Supervise and participate in the induction of all new staff in their area and assist in developing and maintaining a staff training plan
- Handle customer queries and complaints and ensure a good level of customer service is maintained together with a high level of customer satisfaction.

Main duties of the role Overall strategy

- Head of Sales , Marketing and Communications, to review and develop the current membership offering including pricing and benefits
- Develop and implement a Membership growth strategy, covering sales, marketing and retention, in order to deliver volume and income growth against ambitious targets Recruitment and acquisition
- Develop and manage the delivery of campaigns to recruit new members
- Ensure that the membership offering is clearly presented through digital channels, onsite for visitors, and across the centres wider public programme activities
- Research and acquire opportunities to promote membership via partnerships or third party affiliates
- Develop membership retention strategies and targets
- Manage the delivery of campaigns designed to retain existing members
- Oversee all renewal systems and communications, supporting the Membership Coordinators who will administer these activities
- Ensure that benefits delivery is carried out across all departments to improve membership satisfaction Events
- Lead on the planning and delivery of members' events and develop a regular programme of activities for members
- Develop a membership customer journey strategy

- Be the internal champion for the CRM database, maintaining an overarching understanding of how the database is used throughout the organisation
- Regularly analyse the database to support the recruitment and retention activities and improve campaign effectiveness
- Lead on the implementation of a marketing strategy for membership, working alongside the department head to ensure success
- Develop and deliver membership marketing campaigns across all channels
- Lead on the production of the members' newsletter
- Quality control on all membership communications, advertising and literature to ensure they comply with brand guidelines
- Be accountable to the CEO & BDM for the Membership budget and spend, forecasting regularly
- Confidently communicate the individual giving opportunities to members at events and meetings as appropriate Line management
- Act as the line manager for the department Managers/supervisors, conducting regular one-to-ones and performance appraisals
- Provide support, guidance, inspiration and encourage opportunities for professional development when possible
- Create and promote a team environment
- Maintain a strong understanding of membership practices
- Available and willing to work flexible hours including weekends.