

Our Purpose is to enrich People's lives through Activeness.

Job title:	Membership Consultant
Reporting to:	Sales Manager
Department:	Sales
Hours of work:	Your hours of work will be as per your contract of employment. Flexibility is required to meet the needs of our business. Variable shifts to include evenings and weekends are the norm.

Your mission:

- Responsible for providing excellent customer service to all members and prospects visiting the club, and ensuring that expectations are exceeded on a daily basis
- Responsible for achieving a pre-determined sales target on a monthly basis. As well as also being responsible for achieving any other targets relating to other areas such as data collection, contract mix and joining fee budgets.
- To act as an ambassador for Virgin Active and to promote, organise and arrange new memberships, through an honest and accurate sales process which leads to the members joining on the best options for them every time, as well as maintaining and increasing satisfaction through building relationships with all Virgin Active members

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Be a Virgin Activist: Our Purpose is to enrich People's lives through Activeness!

- Be the finest ambassador of Virgin Active at all times – personally demonstrate Virgin Activeness in line with the standards set out in "The Guide" and consistently role-model the highest standards of behaviour to other employees.



Brilliant Basics:

Safety

- To ensure Safety is your highest priority
- Ensure that you remain aware of the importance of safety at all times
- Ensure that you complete your Safety training and follow the NOP's and EAP's
- Ensure that you report any issues/concerns immediately

Service

- Acknowledge members at every opportunity
- Take ownership for member questions/concerns and ensure you follow up with members
- Try to exceed members expectations at every opportunity

Standards

- Ensure your department and other areas you walk through are clean and tidy at all times
- Ensure your facilities and kit are working and are well maintained
- Ensure any maintenance issues are reported immediately
- Ensure posters/communications we use with members are on 'Brand' and consistent with our Communication Guidelines

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Your job.....

- Be the finest ambassador of Virgin Active at all times – personally demonstrate Virgin Activeness in line with the standards set out in “The Guide” and consistently role-model the highest standards of behaviour to other employees.
- Always be punctual, reliable and adhere to the high standards of organisation required by the company.
- Be responsible for your personal time management that in turn ensures that the sales team is manned at the correct levels at all times. Weekend work and late hours may be required to perform to the required standards and to achieve an above budget performance for the number of membership sales.
- Take pride in your personal presentation and adhere to the uniform policy at all times.
- Keep abreast of information on all club facilities, programmes, social events, member suggestions in order to ensure you are fully aware of what is going on across the club and can be an update members and prospects as you need to.
- Attend training courses and meetings which will enable you to carry out your role successfully and to assist with your future career progression.
- Maintain a positive, productive working relationship with all other staff. Help to create an environment where all employees enjoy themselves whilst at work and make a real contribution to the success of the club and business as a whole.
- Be proactive, use your initiative and take ownership of situations, ensuring the Golden Rule ‘treat others as you would like to be treated’ is applied.
- Be aware of and do your bit towards the company’s vision to become the world’s most loved health club, ensuring you live the Activeness values day to day and are a true Virgin Activist.
- Aim at all times to give the best possible service to members and prospective members, helping to create a warm, friendly and welcoming atmosphere in the club.
- Be fully involved in the creation of a fun, lively and creative atmosphere for all members.
- Deal with prospect enquiries, ensuring efficiency and accuracy when handling queries.
- Communicate all messages efficiently and promptly, always ensuring the Front of House Manager / Service Manager is clearly aware of any complaints/incidents that occur.
- Be aware of the importance of member retention and understand your role in influencing members who you have joined to the club and built relationships with.
- Be fully supportive in the effective running of your club and consistently deliver exceptional levels of customer service to all members and prospects. Be prepared to complete additional tasks as required to ensure the club runs smoothly and in accordance to our brand standards, from supporting on FOH and helping members to keeping the club clean and tidy.
- Be aware of the importance of member satisfaction on club performance, and endeavour to make sure all members you join are satisfied with the join up procedure and further use of the club.
- Be actively involved in NPS and proactively seek to drive increases in the club’s score wherever possible.
- Be passionate about keeping yourself, other employees, our members, and the club safe at all times by making sure you fully understand and carry out your Health and Safety responsibilities. Let your manager know immediately if an accident does occur, or even if one is narrowly avoided to prevent further incidents happening in future.
- Proactively anticipate potential safety hazards and be prepared to undertake any emergency actions required.

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- Be fully aware of all emergency and evacuation procedures and take part in regular training to maintain up to date knowledge of these procedures.
- Be accountable for individual sales for an assigned club and achieving an individual sales budget on a monthly basis.
- Contribute the highest sales performance level in order for the membership sales team as a whole to achieve the minimum requirement of an on budget performance.
- Ensure that all targets, forecasts and goals set for activity levels in each area are reached to achieve the required number of membership sales.
- Support and work with marketing strategies, KPI's and initiatives throughout the club; whilst liaising with all other departments (particularly fitness) to integrate the selling process with the prospect/member.
- Monitor and track all personal sales results and activity levels on a regular daily basis, using the correct procedure and systems.
- Be responsible for selling all types and categories of membership dependent upon the prospects needs as well as selling corporate memberships to prospects within businesses within the immediate locality of the club.
- Be accountable for the correct completion of all membership paperwork and liaise closely with all areas of administration to ensure membership application procedures are adhered to.

All Together Now

Achieving our vision of being the World's Most Loved Health Club can't be achieved without us all pulling together and working as one team. You may therefore be asked at times to carry out other reasonable duties and attend meetings and training courses as needed.

Fit for Virgin Active.....

We'd like you to have.....

- Previous experience of working within health club sales (desirable but not essential).

We'd love you to have.....

- A passion for exercise and understanding of the benefits of exercise.
- A proven ability to build rapport with people from all walks of life.

We can't live without.....

- Extremely strong interpersonal abilities and someone who is approachable to members, prospects and other employees at all times - it is vital that employees in this role have a genuine interest in wanting to help our prospective members become active and fulfil their individual goals.
- Great time management skills and with a self-starter attitude
- A pro-active attitude and an understanding of the required activity levels needed to exceed sales targets every month
- Excellent administration and organisation skills and proficient in using a computer.
- Demonstration of the Virgin Activist DNA:
 - Demonstrates great passion & pride in what they do
 - an accomplished team player who looks after their buddies and contributes well as part of a wider team
- A flexible attitude to working patterns with ability to work evenings, weekends and public holidays as required.

live happily ever active

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VIRGIN ACTIVE HEALTH CLUBS

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