

POSITION DESCRIPTION

Position Title	Membership & Engagement Officer
Position Code	7086
Directorate	Corporate & Leisure
Work Group	Wangaratta Sports & Aquatics Centre
Position Classification	Band 5
Effective Date	April 2024

Our Vision

The Rural City of Wangaratta prides itself on being a community that is connected, sustainable and contemporary. We provide our community with diverse opportunities to participate in the arts, sport and recreation, and in cultural events and programs to bring them together to connect and celebrate the great place in which we live. Our staff enjoy the regional lifestyle and the benefits of a community situated within a gourmet food and wine region, with a wide range of outdoor adventure activities, and serviced by excellent education and health facilities. We live in a place where good things grow.

Our Values

Our staff are our greatest asset. Our success comes from the everyday demonstration of our values, being:

- **Trust**, to have confidence in the character and competence of our work colleagues.
- **Respect**, to acknowledge all people as individuals with inherent worth and value.
- **Openness**, where we are frank, honest and accountable in our dealings.
- **Fairness**, so we treat colleagues and customers fairly and consistently.
- **Excellence**, to contribute to outstanding services, systems and relationships.
- **Enjoyment**, so we obtain personal satisfaction from our work and display our enjoyment in the workplace.

1. Position Objectives

1.1 To work consistently to our vision of developing the Premier Regional Sports & Events Precinct in Victoria. Uphold and Exceed the WSAC standards of quality customer service.

1.2 To increase the number of members and participation in programs at WSAC facilities by the recruitment of new members and retention of existing members.

1.3 To collect and collate relevant WSAC data with the objective of building informative reports to aid in business decisions.

1.4 Direct responsibility for customer feedback, responses and distribution of information around stakeholder engagement and satisfaction.

1.5 Build Relationships and partnerships with a variety of stakeholders to build business in all areas of WSAC.

2. Working Relationships

Reports to	Business Engagement Coordinator
Supervises	N/A

3. Key Responsibilities

- 3. 1** Assist the Business Engagement Coordinator to implement and evaluate membership strategies that support attainment of new members and retention of existing members.
- 3. 2** Build adequate reports and analyse data to construct areas of interest with the outcome of retention, growth and sustainable practices, - on new memberships, renewals, retention and loss rates and promotions events.
- 3. 3** Develop and build strong partnerships with local businesses and Stakeholders with the intent of creating long term connected partnerships.
- 3. 4** Assist to train staff in memberships attainment, communication, retention, and promotions.
- 3. 5** Promote the centres services and programs in a positive and professional manner, while building strong relationships with our members and assisting with their enquiries.
- 3. 6** Respond to the customer feedback within allocated timeframes and build data reports based on this feedback.
- 3. 7** Other duties as required.

4. Core Physical Requirements

- 4.1** Capacity to lift items unspecified in weight within individual limits.
- 4.2** Capacity to undertake office-based activities including sitting at a desk and using a computer for extended periods.

4.3 Capacity to walk up and down stairs frequently.

5. Accountability and Extent of Authority

5.1 The Membership & Engagement Officer is accountable to the Business Engagement Coordinator

5.2 Promote WSAC facilities and programs to the community and member groups.

5.3 Work may involve improving and/or developing methods and techniques from previous experience, guidance and advice is usually available.

5.4 Works as part of a collaborative team where key projects and priorities are jointly set.

5.5 Work independently with external stakeholders to progress the outcomes of the organisation and to deliver on key organisational projects.

6. Judgement and Decision Making

6.1 Exercise initiative and common sense in solving day-to-day issues.

6.2 Solve problems and make decisions based on the application of organisational and team strategies and systems.

6.3 Although work objectives are well defined, this role may involve problem solving as some problems may be of a complex nature; guidance is usually available from the Customer Experience & Participation Coordinator or Manager – Sports, Aquatics & Events Precinct.

6.4 The objectives of the work performed are clearly defined with established procedures well understood and clearly documented.

7. Knowledge and Skills

7.1 Specialist Skills and Knowledge

7.1.1 Generate new members by actively creating leads, following them up and converting them into new WSAC members

7.1.2 Remain actively engaged with new and existing members to seek membership referrals

7.1.3 Build rapport with prospective members to identify their needs and demonstrate how the facilities and offerings at WSAC can help them to achieve their health and fitness goals

7.1.4 Work as a team to successfully exceed the membership sales targets and KPI's by providing first-class customer experiences

7.1.5 Demonstrated commitment and capacity to work flexible hours to reflect the operational requirements of the service.

7.2 Management Skills

7.2.1 Effective communications skills and ability to achieve commitment from others.

7.2.2 Ability to manage time, plan and organise own work to achieve specific and set objectives efficiently and effectively with a minimal level of supervision.

7.2.3 Good computer and written communication skills for the purpose of completing routine work forms, including experience in Microsoft Office and Perfect Gym (desirable).

7.3 Interpersonal Skills

7.3.1 Willingness to work as part of a team and share information and expertise

7.3.2 Exceptional customer service skills with the ability to build rapport quickly

7.3.3 Outcomes focused and self driven to continually push the limits

7.3.4 A passion for health and fitness with a desire to help others

7.3.5 A team player who rallies through the hard times and celebrates the wins

7.3.6 A "can do" attitude with a thirst for learning and an ambition for growth

7.3.7 Ability to maintain member and patron confidentiality.

7.3.8 Demonstrated commitment to our values.

8. Qualifications and Experience

8.1 Previous quality customer service and sales experience within a direct selling-based industry and a proven track record.

8.2 Proven track record in building new business partnerships, joint ventures and relationships

8.3 Sport and recreation industry experience, (Preferred but not essential)

8.4 Working with Children Check

8.5 Must maintain a satisfactory Police Check

8.6 Experience in resolution of stakeholder queries and proven ability in recording and collating information around these areas.

9. Key Selection Criteria

9.1 Previous sales experience within a direct selling-based industry and a proven track record.

9.2 Proven track record in building new business partnerships, joint ventures and relationships

9.3 Demonstrated ability to plan and schedule differing work demands in order to meet multiple priorities, tasks and deadlines

9.4 Well-developed interpersonal and communication skills including effective relationship management skills, problem solving, customer response, data collection and analyses.

9.5 Ability to work in a fast-paced environment effectively with a diverse range of stakeholders.

Authorised by: Director – Corporate & Leisure

Date:

Employee's Signature:

Date:
