



Cañada College ♦ College of San Mateo ♦ Skyline College

GENERIC POSITION DESCRIPTION

MEMBERSHIP SALES SPECIALIST

A Classified Position
Grade 18 – Salary Schedule 60

A. General Statement

Under direction, the Membership Sales Specialist (MSS) supports goals of new member registration, controls attrition, leads development and follow-through with daily reporting of sales, and summary statements of plan to meet goal and percentage to goal efforts. Cross communication and marketing in support of paid programs will be executed to drive member participation and referrals. The MSS will work on lead generation upon the close of each sale and follow-up with members at the fitness center to continue to build a community culture. The MSS availability will include scheduled hours focused on service availability around the primacy of the students and faculty with particular communication focused on community members to assuring access to college users while accommodating the needs of the community during the unassigned time periods. Daily, weekly and monthly sales stats are required and will include actual daily sales to goal, actual sales to goal annually and breakdowns indicating student, faculty and community membership with subcategories identified per SMCCCD standards with additional attention given to the presentation of team sport, swim lessons, training, masters programs and other ancillary revenue services.

A standard code of sales ethics will be implemented with District, State and County standard assurances. Public contact is extensive and involves fitness center staff, students, vendors, members and prospective members to exchange procedural and policy information related to fitness center memberships and services. A moderate degree of independent judgment and creativity are required to analyze and interpret data to resolve a variety of minor and occasional major problems that arise. Consequences of errors in judgment can be costly in employee time, income and public relations; however, supervisory controls are available to limit the risk of serious errors. A Membership Sales Specialist can lead the work of other staff and direct student assistants as assigned.

B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Creates and follows up on individual and prospect lead development for membership sales
2. Conducts facility tours by appointment for interested prospects; connects prospects with other team members during tours
3. Exchanges information with operations managers and other fitness center staff regarding membership information; collaborates with all department managers and supervisors to expand development and follow-through of referred new member prospects, renewals and ancillary services

4. Generates monthly leads with ongoing month to month corporate marketing, projects and outreach; hosts events and workshops for in-center lead generation
5. Creates a new member experience, by establishing the needs of the prospect through conversation
6. Completes paperwork, contracts, ID verification, payment verification, and account details without error
7. Researches, enters, modifies and retrieves a variety of demographic, statistical, financial and other data specifically related to membership sales; compiles sales data for special and regular reports; tracks membership sales trends and forecasts membership sales revenues
8. Composes correspondence, memoranda, and other written materials using a variety of standard computer software
9. Ensures sales support material is stocked at the beginning and end of each shift
10. Performs other duties as assigned

C. Requirements

- Associate degree in Business Administration, Marketing or a closely related field OR an equivalent combination of education and experience
- 2 years of related experience
- A strong focus on behaviors that drive member acquisition and retention
- Database, CRM and software application experience to set up, track and report complex data
- CPR/ First Aid Certification or completion within 30 days of hire
- Demonstrated skills in effective persuasive communication; composing and preparing original correspondence, memoranda and other written materials; research, and compiling of data for a variety of statistical, narrative and other reports; demonstrated skills in organizing complex, multi-faceted data, including a variety of files
- Demonstrated cultural competence, sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff

D. Preferred

2+ years of fitness sales experience and/or membership sales (preferred)

E. Physical/Other Requirements

This classification requires attention to details; flexibility and adaptability; manual dexterity; sitting for long periods; walking frequently; pushing and pulling; visual comparison and acuity; oral communication; multi-tasking; patience; artistic vision and ideas; leading others; tact and sensitivity in order to perform the essential functions.

F. Knowledge, Skills & Abilities

1. Ability to perform duties and to provide membership services in a multi-cultural environment
2. Ability to identify needs of patron with services provided during conversation and tours
3. Confident in creating experiences with communication and setting a tone of excitement
4. Authentic, integrity driven and able to learn, be critiqued and return with information to improve and use during presentations
5. Understanding of the “team” and what that means toward reaching goals together
6. Ability to work independently in a time efficient manner with proven daily results
7. Excellent communication and strong interpersonal skills
8. Skill in oral and written communication
9. Adaptable to change and excels in a fast paced environment
10. Shows an affinity for health, wellness and fitness
11. Demonstrates great listening skills

12. Attention to detail and accuracy
13. Able to use and demonstrate software proficiency
14. Enjoys working in and maintaining a calm professional environment
15. Skill in respectful, tactful and sensitive interaction with people who are diverse in their cultures, language groups and abilities
16. Skill in organizing data, setting up, tracking and maintaining data in electronic files
17. Ability to coordinate, anticipate, and resolve time management issues and problems
18. Ability to work effectively as part of a team

(11/2021)