

POSITION DESCRIPTION

Title of Position	Gym Customer Experience & Sales Manager
Community Service Area	Gym
Reports to	Gym Manager
Direct Reports	Membership Sales Consultant (1)
Date	10 January 2025
Location	AUT Millennium, 17 Antares Place, Rosedale and at any other reasonable location to which you may be directed from time to time by the Employer.

ROLE PURPOSE

This is your role and the part you need to play in the success of the organisation.

The primary focus of this role is ensuring gym member retention (through providing exceptional customer service and experiences), and acquisition of new members through well planned promotions throughout the year.

Ensure every gym member has an exceptional experience every time they come to AUT Millennium. The role is responsible for making all members feel part of a unique community, with engaging retention activities planned throughout the year to ensure they renew and continue their memberships.

The role is responsible for achieving monthly member targets by generating and converting leads into sales from enticing promotions that drive new members to join AUT Millennium. Engaging with prospective and current corporates to develop and drive corporate membership sales is also a key element of the role.

AUT Millennium is a not for profit, charitable trust established with the objective of supporting participation in community sport and high performance sport and helping New Zealanders live longer and healthier lives through the provision of facilities, services, research and education.

"Our people are AUT Millennium's biggest asset and we are working hard to ensure we provide a fun, safe and collaborative environment for you to work in. AUT Millennium aims to create a culture where people go above and beyond to deliver their very best and to be the best they can be. Part of this is working as one team, regardless of the Community Service Area you work within". Mike Stanley, CEO

Please ensure you read this Position Description in conjunction with AUT Millennium Code of Conduct and AUT Millennium Policy & Procedures Manual.

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.

KEY ACCOUNTABILITIES

The work to be performed in this role, and the employee in this role will be accountable for.

RESPONSIBILITY	EXPECTED OUTCOMES
<p>Customer Experience and Retention Provide excellent customer service and personal attention to all new and existing members to maximise retention.</p>	<ul style="list-style-type: none"> • Provide exceptional customer experience for new and existing members to ensure they feel comfortable in our facilities and community. • Provide personal tours of AUT Millennium All Access facilities to new and prospective members, providing information on current promotions, membership options and have a robust process in place for follow up to convert them to a member. • Review and manage the AUT Millennium All Access membership processes, policies and collateral used by the gym team to ensure they are up to date and meet operational needs. • Develop and implement retention strategies to meet retention KPI's and enhance the member experience. • Continuously work to enhance relationships with members to ensure AUT Millennium remains their gym of choice and encourage referrals from members. • Maintain a positive club culture with the members by engaging with them, and developing key events, promotions and retention activities. • Acting as the point of escalation for complex member issues, ensuring that they are resolved promptly and efficiently • Utilising feedback from members and surveys to translate insights into actionable tactics.
<p>Membership Acquisition and Sales</p>	<ul style="list-style-type: none"> • Develop and implement sales strategies to generate membership sales and deliver year on year profitable membership growth to achieve membership KPI targets. • Collaborate with the Marketing Manager to prepare, track and manage promotions to reach membership sales targets. • Ensure wider gym team is fully briefed on each promotion with all the relevant information provided. • Actively follow up all new leads, including people who have trialed the gym, with the support of the sales team to convert leads into sales in a timely manner. • Facilitate excellence in execution of every promotion by planning, communicating, anticipating, measuring results consistently and implementing corrective actions or learnings. • Accurately record all information in Perfect Gym (CRM) and pass on relevant information to other business units that would benefit overall success of organisation. • Building key stakeholder relationships with local businesses to grow corporate membership sales.

<p>Leadership, coaching and developing the Membership Sales Consultant(s).</p>	<ul style="list-style-type: none"> • Oversee daily activities of Membership Sales Consultant(s) and ensure adherence to organisation policies and procedures. • Ensure the Membership Sales Consultant(s) responds to leads / enquiries within 12 hours and follows up within an appropriate time frame. • Monitor and ensure the Membership Sales Consultant(s) are recording all phone, SMS, walk-in and email enquiries in Perfect Gym (CRM) and within tracking documents per provided processes. • Measure Membership Sales Consultant(s) results to ensure KPI targets are met every month and identifying areas for improvement, development and coaching. • Manage the onboarding and training requirements including skill development and mentorship
<p>Support Gym Manager</p>	<ul style="list-style-type: none"> • Support the Gym Manager with the implementation and monitoring of security controls and management systems to avoid theft, loss, unnecessary damage or deterioration of equipment • Performing regular in-club operations tasks to ensure all areas are clean and hygienic, equipment and club repairs are updated and scheduled regularly. • Proactively identify equipment that requires maintenance or replacement to contribute to member retention satisfaction, and ensure Gym Manager is notified of items that require maintenance or replacement and assist in managing this if required. • Assist in managing all new member joining packs, and member collateral and merchandise, reporting stock every month to Gym Manager. • Ensure payment plans are set up accurately in Perfect Gym (CRM) and any new plans have correct Terms and Conditions and settings in conjunction with Marketing Manager.

RESPONSIBILITY	EXPECTED OUTCOMES
Health, Safety and Wellbeing	<p>Take responsibility for health, safety and wellbeing of yourself and others</p> <ul style="list-style-type: none"> • Comply with the Health & Safety at Work Act 2015 and our health and safety policies and procedures • Take reasonable care of your own health and safety while at work • Ensure any actions taken or omission to take action does not adversely affect the health and safety of others • Actively contribute to the improvement of health and safety systems and practices in your work area to make AUT Millennium a safe place to work • Manage your own wellness and take advantage of wellness opportunities where provided • Be accountable for developing, implementing, maintaining and monitoring superior health and safety practices within your work area • Recognise and acknowledge that effective health, safety and wellbeing practices are a critical driver of organisational, team and individual performance
AUT Millennium Values (Code of Conduct)	<p>AUT Millennium staff are expected to act with integrity, respect and consideration for others in conducting AUT Millennium business and activities in line with our policies:</p> <ul style="list-style-type: none"> • Integrity - Be professional at all times, with your colleagues, facility users and all those you engage with. Act within the spirit and letter of the law, with fairness, impartiality and without bias. Use AUT Millennium resources wisely and without necessary waste • Respect - Be courteous, responsive and communicative. Respect the rights, privacy, dignity and worth of others. Act with good conscience and for the benefit of the AUT Millennium community. Refrain from any form of harassment, bullying or discrimination • Consideration for others - Treat others as individuals with consideration and with respect as you would expect to be treated yourself
Customer Service Delivery	<p>Delivers excellent customer service to internal and external customers:</p> <ul style="list-style-type: none"> • Provide a proactive, professional and knowledgeable service • Seek to better understand customers' needs and improve and enhance the services we provide • Make decisions where appropriate and provide options to meet customers' expectations and enhance the customer experience • Take ownership to resolve problems and follow through to ensure that the commitments made are met or exceeded • Align processes and policies to a customer centric culture • Work with internal and external customers in ways that positively grow our reputation
Working Together	<p>Works well with others, collaborating effectively as one team to achieve objectives and deliver high performance outcomes:</p> <ul style="list-style-type: none"> • Communicates clearly and effectively • Builds and maintains positive relationships • Respects the needs and contributions of others • Participates and shows commitment to team activities • Manages and resolves conflict effectively • Role models effective team behaviours • Seeks and utilises opportunities to work across teams • Actively seek opportunities that arise for continuous improvement of your performance and the department

SKILLS, KNOWLEDGE AND BEHAVIOURS

Our core competencies outline the skills, knowledge and behaviours that are key to the success of this position.

MANDATORY	DESIRABLE
FORMAL QUALIFICATIONS	
Tertiary or University degree	Basic Fitness Qualification – certificate level First Aid certified
KNOWLEDGE & EXPERIENCE	
<p>Proven track record of improving customer satisfaction, loyalty and delivering outstanding Customer Service experiences</p> <p>3+ Years experience in Sales role with a demonstrated record of achieving sales targets</p> <p>Experience utilising CRM systems to track leads, conversions and customer data to develop acquisition and retention strategies.</p>	<p>Advantageous to have a knowledge and experience in the New Zealand Fitness Industry.</p> <p>In-depth knowledge of customer experience principles and best practices</p> <p>Experience working in direct sales, B2B, call centre, door-to-door or face-to-face customer service.</p>
SKILLS	
<p>Excellent oral, written and interpersonal skills.</p> <p>Analytical, critical thinking and problem solving.</p> <p>Ability to use initiative and make sound decisions and be responsible for decisions/actions.</p> <p>Ability to develops relationships with key decision makers across the organisation.</p> <p>Strong leadership and people management abilities</p> <p>Leverages performance, development and talent processes to build people capabilities.</p>	<p>Continuous up-skilling/workshops to increase knowledge of the fitness industry.</p> <p>Ability to analyse customer data and translate insights into actionable strategies</p>
ATTRIBUTES	
<p>Strong work ethic that includes punctuality, organisation, attention to detail and thrives under the challenge to meet sales and KPI targets.</p> <p>Energetic and loves talking to people, and providing customers with a service which meets, or exceed their needs.</p> <p>Keeps track of progress towards objectives and KPIs, ensuring standards are being complied with, and taking initiative when variances from plans or standards are identified.</p> <p>Great presentation and grooming to uphold the professionalism required by AUT Millennium Gym.</p> <p>Ability to express ideas and information clearly, to gather information and to hear what others are saying and understand what they mean.</p>	<p>Reliable and self-motivated</p> <p>Enjoys developing & coaching people to achieve beyond their expectations</p> <p>An empathetic and customer-centric mindset</p> <p>Ability to motivate and enthuse members and staff.</p> <p>Ability to take action and seize opportunities before being directed by others or being overtaken by events.</p> <p>Be keen to learn new skills to develop their own capability and effectiveness.</p> <p>Being a positive role model to staff, members, and Millennium-based athletes.</p>

CORE BEHAVIOURS

At AUT Millennium Gym we agree to:

- To take collective responsibility for the function of the Gym team and fellow team members
- Inform each other and be open and honest
- Seek continuous improvement
- Give our best at all times
- Be punctual consistently
- Follow documented procedures
- Be flexible and responsive to change
- Act professionally, positively and with integrity
- Acknowledge achievement and contribution
- Involve and support each other and respect each other's views
- Respect all staff and senior managers

OUR VALUES

These values guide the perspective of our organisation as well as its actions.

Excellence	We strive for: Highest standards, realising potential, winning, going for gold and unrelenting drive
Integrity	We behave with: Openness, fairness, honesty, trust, true to self, non-judgmental and respect for others
Collaboration	We work together by: Engagement, support, empowerment, encouragement, asking opinions, exchange of ideas and making connections
Unity	We are one team: Meeting of minds, shared values, working together focus on the whole and the power of us

