

## JOB DESCRIPTION

### Business Development Manager (Marketing & Memberships)

<b>Job Title: Business Development Manager (Marketing &amp; Memberships)</b>	<b>Present Grade: 6</b>
<b>Department/College:</b> Sport, Facilities	
<b>Directly responsible to:</b> Head of Sport (Operations)	
<b>Supervisory responsibility for:</b> Assistant Operations Managers, Reception Team	
<p><b>Other contacts</b></p> <p><b>Internal:</b> The post holder is required to liaise with a wide range of administrative and support staff including:</p> <ul style="list-style-type: none"> <li>• Facilities (all services)</li> <li>• Students' Union</li> <li>• Colleges</li> <li>• Finance</li> <li>• People and Organisational Effectiveness</li> <li>• Marketing and Communications</li> </ul> <p><b>External:</b></p> <ul style="list-style-type: none"> <li>• Local Education Authority</li> <li>• Local teams &amp; Clubs</li> <li>• National Governing Bodies</li> <li>• Local Authority</li> <li>• Suppliers</li> </ul>	
<p><b>Job Purpose:</b> To work as part of the Leadership Team for Sport Lancaster, supporting all aspects of the service. To lead the customer experience journey of the Sport Lancaster Facilities. To ensure effective sales, marketing and communication practices are in place which are delivered to an exceptional level of customer standards. To work in collaboration with all areas of Sport Lancaster to ensure the delivery of an exceptional customer experience contributing to the operational, marketing and financial strategy.</p> <p><b>Major duties:</b></p> <p><b>People</b></p> <ol style="list-style-type: none"> <li>1. To support and develop all teams to create a strong team culture aimed at delivering an exceptional customer experience.</li> <li>2. To manage the assistant operations manager and reception team, ensuring compliance to HR processes by ensuring adherence to all personnel procedures including; submission of staff time sheets, creation of rotas, leave requests and sickness records, recruitment and selection, annual performance reviews, training</li> <li>3. To promote staff development and appropriate training to ensure staff remain suitably trained and qualified within areas of responsibility.</li> </ol>	

4. To support effective delivery of marketing priorities, assisting in the creation of Sales and Marketing procedures and necessary communication to Sport Lancaster staff initiating training to address identified skills gaps

### **Customer**

5. To have responsibility for leading, coordinating, representing and managing all work a customer experience remit in order to deliver highest standards of customer care, friendly professional service and front of house operational efficiency on a daily basis.
6. To assume overall responsibility for embedding the highest standard of efficiency, commercially impactful customer care, friendly professional service.
7. To be responsible for interacting and communicating with members to actively engage positively in a way that aids member retention and that ensures customer queries, complaints and feedback are resolved in a timely manner escalated escalating to Head of Sport (Operations) where required.
8. To monitor and evaluate membership, booking and customer satisfaction ensuring performance is consistently aligned to the highest levels of customer service.

### **Health and Safety**

9. To assist in compliance of all activities at Sport Lancaster to maximise commercial benefit through effective IT, Leisure Management software system (for memberships and bookings) and web-based delivery.

### **Operations**

10. To understand the assistant operations manager and receptionist role and to oversee the management of these areas and in staff shortages to undertake duties if necessary.
11. To be responsible for delivering professional, friendly and efficient membership interaction and administrative efficiency in order to provide the highest standards of service and aid commercial success through membership sales and retention.
12. To demonstrate and impart to all reception and wider operational teams, a clear knowledge of our customer experience offers, memberships, booking activity, timetables, courses, prices, offers and other relevant information and be able to competently pass this on to customers.
13. To ensure the delivery and monitoring of professional customer feedback channels including insight, website content, digital platforms and social media to ensure effective, professional two-way communication with our customers and stakeholders.
14. To work flexibly and cooperatively to lead and line manage any membership activity to achieve membership, retention and sales targets, ensuring attainment of key performance indicators.
15. To liaise with the Head of Sport (operations) in order to establish ongoing membership sales targets and assist with the setting, monitoring and evaluation of any membership income

16. In conjunction with the Head of Sport (Operations), lead sales and retention initiatives to improve processing of all memberships and to assist with processing requirements including member renewal and member retention
17. Assist the Head of Sport (Operations) to review, report and identify trends in membership and income generation in order to inform business decisions and ongoing commercial activity
18. Analyse customer experience data and liaising with Head of Sport (Operations) to discuss and advise on improvements to customer communications and customer service Staff and HR
19. Manage and coordinate HR activity for employment, contract monitoring, compliance with procedures and regulations by all coordinators and through them administrators and staff
20. To assist with the development, monitoring and content of the Sport Lancaster website and social media
21. To compile and maintain information on competitors.
22. In conjunction with the Head of Sport (Operations) oversee the delivery of the marketing and communication strategy in order to develop new, innovative commercial initiatives, encompassing; marketing and promotional programmes and sales strategies to achieve business and operational success.
23. To ensure that GDPR/ Data Protection and Privacy Policy related information on the Sport Lancaster website is up to date and relevant
24. To provide continuity of communication and service information across Sport Lancaster and to act as a support for Customer Communication, Insight and Engagement.
25. To undertake the associated duties of an Assistant Operations Manager / Operations Supervisor when required.
26. To manage and be competent in the use of the computerised systems including the Leisure Management Software and to ensure that all relevant staff are trained in its use.

## **Finance**

27. To oversee the collection of membership fees, and membership administration including responsibility for liaising with external collection agents, overseeing payment collections and following up late/outstanding fees.
28. To ensure the efficient processing of the membership payment process liaising with University finance departments, sales and marketing colleagues and external organisations.
29. To liaise with banks and members regarding establishing regular membership payments and follow up bad debtors and liaising with operations staff to update leisure management software
30. In Conjunction with the Head of Sport (Operations) plan, develop, manage and maintain administrative and financial processes to ensure the professional delivery of support required to underpin all sports and leisure related activities including membership, booking, swimming lesson reception and activities systems.