

## POSITION DESCRIPTION/SPECIFICATION

### 1. POSITION IDENTIFICATION

<b>Title</b>	Membership Supervisor	<b>Level</b>	6
<b>Business Unit</b>	Leisure and Cultural Services	<b>Position Number</b>	01438
<b>Directorate</b>	Corporate Services	<b>Date Established</b>	July 2017
<b>Reporting to</b>	Team Leader Health & Fitness	<b>Date Updated</b>	April 2026

### 2. KEY OBJECTIVES

- Supervision of Membership section and responsible for developing and implementing the membership prospect and sales strategy within agreed timeframes to achieve sales and financial targets.
- Responsible for developing, implementing and reviewing the membership retention strategy, effectively and within agreed timeframes, to achieve customer satisfaction, engagement and retention targets.
- Responsible for leading and training the membership team in customer service, sales strategy and member engagement.
- Responsible for accurately managing point of sale software system for member data, member administration, billing, prospect journey and financial reporting.
- Undertake people management responsibilities and effectively manage customer, staff and contractor behaviour in the membership section, to maintain and promote a safe work environment.
- Lead the membership team to consistently provide high level customer service to both internal and external customers of Craigie Leisure Centre.

### 3. KEY ACCOUNTABILITIES

- Prepare training plans, identify training needs and deliver coaching and mentoring to the membership team regarding sales, member communication and member engagement.
- Prepare sales, prospect and statistical reports to contribute to the preparation of the membership budget.
- People management activities are undertaken in accordance with relevant legislative requirements and the City's protocols and procedures.
- Comply with Work, Health and Safety (WHS) legislation, City protocols, procedures and other WHS related requirements, and actively support the City's safety systems.
- Ensure all financial activities are undertaken in accordance with the established budget and the City's purchasing protocols and practices.
- Ensure prompt and accurate capture of corporate information and documentation in accordance with the City's record keeping system and associated policies, protocols and practices.

#### 4. KEY ACTIVITIES

##### **ACTIVITIES**

###### **Outcome: Membership Prospects and Sales**

- Develop and implement the membership prospect and sales strategy to achieve monthly sales and financial targets.
- Monitor industry trends and undertake competitor analysis to identify sales strategy.
- Work collaboratively with the Gym Supervisor and Group Fitness Supervisor to identify new prospect opportunities within the current member base and implement acquisition strategies.
- Develop and implement project plans for acquisition campaigns.
- Implement an effective prospect conversion journey and conversion strategy and monitor against monthly KPI's.
- Monitor and implement new technologies that can be applied to improve member experience and achieve sales targets.
- Prepare sales, attendance and statistical data.
- Perform other duties as requested within the scope of this level and in accordance with skills, knowledge and experience.

###### **Outcome: Membership Retention and Engagement**

- Develop and implement the annual membership retention and engagement calendar to achieve monthly retention, engagement and satisfaction targets.
- Develop and implement project plans to deliver engaging member events and activities, to timeline, budget and customer expectation.
- Monitor industry trends to identify new engagement initiatives and strategies that drive retention.
- Proactively identify and implement opportunities to improve communication to members regarding their membership, activities and events.

###### **Outcome: Membership Promotion**

- Collaborate with the Marketing Officer to develop and implement creative and effective member acquisition campaigns, within timeframes, as per the annual marketing calendar.
- Monitor and evaluate the effectiveness of campaigns against industry trends.
- Collaborate with the Marketing Officer to deliver creative and engaging retention campaigns.
- In conjunction with the Marketing Officer, contribute to the planning and execution of the Craigie Leisure Centre general awareness campaigns to effectively showcase member experiences.
- Monitor and maintain the Craigie Leisure Centre website information with a high degree of accuracy and currency, to ensure the online experience contributes to sales targets.

###### **Outcome: Membership Software and Administration**

- Manage the point of sale software set up and administration for memberships.
- Responsible for accurately managing membership information and databases.
- Manage confidentiality and privacy of customer/member records.
- Resolve member queries, considering the terms and conditions to reach satisfactory outcomes for members.
- Set membership team project and administration priorities and monitor workflow.
- Collate and analyse membership data to prepare sales and retention reports to guide the overall business strategy for memberships.
- Update and maintain system processes through the approved process mapping templates.
- Manage the administration of financial requirements for direct debit declines and rejections and other membership related tasks including transfers, upgrades and freezes.
- Ensure all direct debit financial transactions and records are accurate.

- Undertake procurement activities including raising purchase requisitions and processing invoices.

**Outcome: People Management**

- Monitor and maintain staffing resources according to operational requirements, including the development of roster arrangements to ensure optimum resourcing levels.
- Undertake recruitment and selection process.
- Monitor and manage performance of employees by providing appropriate feedback in accordance with the City's Performance Appraisal System.
- Provide leadership, coaching and on-the-job training for employees.
- Develop and implement an annual staff training calendar, identify training opportunities and communication strategies related to membership prospects, sales and conversion, improvement of customer service, member retention, effective systems and processes related to membership administration.
- Facilitate the completion of payroll documentation in accordance with payroll timeframes.

**Outcome: Work Health and Safety**

- Lead the membership team to be proactive in maintaining a safe and hygienic work environment through the effective supervision of customers.
- Effectively manage contractors in the membership area, to ensure compliance with contractor management processes, and to deliver a safe environment.
- Effectively manage customer behaviour, including incident documentation and reporting.
- Report any incidents, unsafe practices, accidents and injuries.
- Contribute to the resolution of occupational safety and health issues in consultation with the relevant WHS Representatives and the City's HR Advisor Safety & Risk Management.
- Identify hazards, assess and control risks in accordance with established safety and health standards, policies and procedures.
- Maintain compliance with the City of Joondalup's risk management policy and procedures.
- In conjunction with the Chief Warden, coordinate emergency response and provide first aid/emergency care in accordance with established procedures and rescue techniques.

**Outcome: Customer Service**

- In collaboration with Customer Experience Supervisor, ensure customer satisfaction levels are monitored by reviewing customer feedback and researching participation trends.
- Identify and deliver staff training opportunities to enhance quality customer service.
- Develop and maintain positive relationships with internal and external stakeholders.
- Deliver quality customer service by proactively identifying and resolving specific customer needs and exceeding their expectations.

**5. WORK RELATED REQUIREMENTS**

**Essential Skills, Knowledge, Experience and Qualifications:**

**High Level Skills:**

- Organisational and time management skills.
- Ability to work effectively as part of a team.
- Interpersonal, verbal and written communication, conflict resolution and negotiation skills.
- Proven ability to develop relationships with internal and external stakeholders.
- Leadership, coaching, feedback and people management skills.
- Computer literacy including Microsoft Office programs, point of sale software systems and membership databases.

**Sound Knowledge:**

- Health and fitness industry specifically relating to membership retention, engagement and sales strategies including sales and retention concepts.
- Rules, regulations and guidelines advocated by national governing and key industry bodies governing Health and Fitness memberships.
- Work health and safety legislation.
- Application of membership databases and document management systems.

**Demonstrated Experience:**

- Developing and implementing activities and/or strategies to increase membership, member retention and promotion of memberships.
- Developing, implementing and evaluating membership acquisition and retention campaigns.
- Developing and implementing communication strategies.
- Supervising teams and working within groups to achieve desired outcomes in a customer/member service environment.
- Delivering high quality customer service.

**Qualifications/Clearances:**

- Relevant tertiary qualification or equivalent experience.
- Current Provide First Aid Certificate (HLTAID011).
- Current Provide Cardiopulmonary Resuscitation (HLTAID009) (renewed annually).
- Current WA 'C' Class Driver's Licence.
- Appointment subject to provision of a National Police Certificate no more than 3 months old.

**6. EXTENT OF AUTHORITY**

- Required to set outcomes within defined constraints.
- Freedom to act governed by clear objectives and/or budget constraints.
- Solutions to problems generally found in precedents, guidelines or instructions. Assistance usually available.
- Exercises judgment and initiative in decision making where procedures are not clearly defined.

**7. WORKING RELATIONSHIPS**

**Level of Supervision:**

- Works under general direction.

**Internal:**

- All other business units.

**External:**

- Members of the Leisure Centres.
- Casual users of the facilities and the general public.
- Key corporate stakeholders.
- Community and corporate groups.
- Other local governments.

**8. POSITION DIMENSIONS**

NUMBER OF EMPLOYEES DIRECTLY REPORTING TO POSITION	10 plus oversight of a casual workforce
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