#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Sales & Special Events Coordinator

**Job Number:** A-416 | VIP: 1661

**Band:** OPSEU-7

**Department:** Athletics & Recreation

**Supervisor Title:** Assistant Director, Customer Engagement & Operations

**Last Reviewed:**  October 25, 2023

#### **Job Purpose:**

Reporting to the Assistant Director, Customer Engagement & Operations, the Sales & Special Events Coordinator oversees the day-to-day operations of the Sales Centre, which is coordinated in conjunction with the Member Services Agent to ensure that a high-quality experience is delivered to all Trent students and the community.

Additionally, this position coordinates key Athletics & Recreation special events, including donor recognition, sponsorship, and fundraising initiatives.

This position contributes ideas to support new membership sales and retention and collaborates with other Athletics Department staff to develop customer relationship pathways with regular touchpoints to achieve a high level of engagement and ongoing retention of customers across all programs.

This position provides leadership to a team of part-time student staff and is Team Lead to the Member Services Agent(s) in the oversight of the Sales Centre and aquatic programs.

The Sales & Special Events Coordinator must be flexible and able to work weekdays (day and evening) and weekend shifts.

#### Key Activities:

##### Sales & Customer Engagement

* Oversees all Sales Centre operations, including membership sales; program registration; campus recreation registration; merchandise sales; cash management; and general inquiries.
* Develops annual budgets for the Sales Centre and completes in-year forecasting and regular reporting on membership sales data.
* Maintains member service and merchandise sale products, such as towels, locks, Pepsi/Gatorade products. Maintains an inventory of sport lending equipment at the Sales Centre (squash racquets, balls, and goggles). Completes purchases as needed and oversees beverage sales program and ordering with PepsiCo.
* Represents the Trent Athletics Centre in the community through local business groups, such as the Chamber of Commerce and Women’s Business Network, to raise the profile of Trent Athletics and promote membership sales.
* Develops relationships with external providers to create and deliver value-added experiences for community members and Trent students and collaborates with the Aquatics & Student Engagement to deliver wellness workshops, Trent student/member appreciation events and contests.
* Utilizing the department’s recreation management software, collaborates with other staff to develop ongoing communication and touchpoints with all customer groups to support a high retention rate across all programs.
* Provides leadership to the Member Services Agent(s) for all responsibilities related to the Sales Centre, as well as all other Athletics Department staff to share information that is pertinent to other program areas.
* Participates in regular departmental and facility booking meetings with Athletics staff team to review and problem-solve on any facility booking issues that may arise.

**Special Events, Sponsorship & Fundraising**

* Plans and coordinates signature Trent Excalibur events, inclusive of annual fundraising and donor recognition initiatives (President’s Excalibur Golf Tournament, Homecoming VIP Reception, Excalibur Awards Banquet, etc.)
* In conjunction with the Assistant Director, Customer Engagement & Operations, develops the sponsorship package for the annual President’s Excalibur Golf Tournament. Coordinates sponsorship requests, including communication and follow-up, and tracking, and works with the Office of Advancement and External Relations, as needed.
* Maintains a detailed work schedule for each event and coordinates with other Trent Athletics staff, internal Trent departments and external suppliers.
* Monitors and reports team progress through regular meetings and reviews to ensure that deadlines and objectives are met.
* Develops and oversees budgets for special events and tracks expenditures.
* Coordinates event logistics (equipment, supplies, audio-visual, food and beverage, parking, event registration, and signage) and supports the negotiation of contractual agreements acting as the primary contact with external suppliers (i.e. golf course, equipment rentals, audio visual and catering).
* Works with the Communications & Marketing Assistant to develop communication and promotion of events, such as invitations; posters; flyers; social media; sponsor recognition signs; and thank you letters.
* Ensures appropriate staffing levels are provided for assigned events.
* Responsible for on-site supervision of event day logistics, including set-up, teardown, which may include evening and weekends.
* Sources and maintains appropriate Trent Excalibur-branded merchandise for distribution to relevant stakeholders.

##### Quality Standards

* Supervises the Sales Centre staff to ensure that a high level of customer service is delivered.
* Develops a process and oversees the collection by student staff of fees for memberships, programs and merchandise sold at front desk. Ensures that best practices for cash management are adhered to and that cash registers are balanced daily. Works with the Finance & Facility Booking Coordinator to investigate and reconcile any discrepancies.
* Responds in a professional and timely manner to inquiries, complaints or suggestions from students or the public, providing effective follow-up as required, adhering to the Athletics Department Customer Service Commitment.
* Leads by example by consistently promoting a positive and professional image and encouraging a welcoming environment and courteous service to every visitor of the Athletics Centre.
* In conjunction with the Assistant Director, Customer Engagement & Operations to ensure all Sales Centre student staff are trained in customer service and are knowledgeable in all program areas to respond to inquiries effectively.
* Collaboratively, with the Member Services Agents and other Coordinators, monitors all areas of the Athletics Centre to ensure that exemplary customer service is delivered; addresses any customer service issues that may arise, and provides direction and support to part-time student staff as needed. This may occur in the absence of other full-time staff, i.e. early mornings, evenings, and weekends.
* Has a strong knowledge of the programs and services offered by the Athletics Centre and responds to inquiries from visitors and the general community.
* Oversees and triages the main Trent Athletics e-mail account, responding as appropriate or referring to other departmental staff for follow-up.

##### Human Resources

* Oversight and supervision of Sales Centre and Special Events/Customer Engagement staff recruitment, hiring, training, and ongoing supervision.
* As a Team Lead, provides guidance and oversight to the Member Services Agent(s) on all matters related to the successful operation of the Sales Centre and associated programs.
* Develops comprehensive training and procedural manuals for Sales Centre staff, including application of recreation management software, to ensure student staff are proficient in its application to process community membership sales; program registrations; and campus recreation registrations for Trent students.
* Develops and delivers comprehensive, regular training programs to all Sales Centre staff to ensure that they have the required skills and knowledge to deliver a high level of customer service. Communicates goals and celebrates success with the team.
* Provides regular communication updates to all student staff on any changes in programming, operations, or processes. Reinforces new information through in-person communication.
* Develops student staff by providing ongoing coaching and performance feedback. Implements corrective action when needed.
* Ensures that an appropriate level of staffing is in place for service delivery and to meet safety requirements and develops and maintains work schedules for all part-time student staff.
* Oversees student staff payroll entry into VIP.

##### Facility Supervision

* Effectively oversees the day-to-day operations of the Sales Centre.
* Provides support and direction to all student staff in all program areas of the Athletics Centre, in collaboration with the Member Services Agent(s) and other Coordinators, including when administrative staff are not available on weekends and during evenings.
* Supports facility rentals with external and internal (other university department) users to coordinate set-ups, deal with issues arising from bookings (i.e. double bookings, lack of space, etc.), or responding to user group needs/requests. Ensures that appropriate set-up is in place for user groups.
* Completes facility checks on a regular basis and upon closing to ensure a high level of safety and security.
* Oversees the coordination of lost and found; contacts Security for items of value; arranges for donation of items to charitable organizations.
* Ensures that laundry is coordinated and completed to ensure that a supply of clean towels are available for students and members, and that varsity uniforms are cleaned and prepared for team travel during the varsity season.
* Ensures that Athletics Centre staff provide first response to emergencies in the Athletics Centre, in the Justin Chiu Stadium, or the grounds outside the Athletics Centre. Works with and provides support to other responders. Follows up on and files incident reports.
* Completes Fire Warden Training and serves in that capacity during emergencies.

#### Education Required:

* Post-Secondary Diploma or Degree (3 year) in Business Administration, Marketing, or a related field.

#### Experience/Qualifications Required:

* A minimum of three (3) years’ experience in sales, marketing, and event coordination (experience in a fitness or sport setting an asset).
* Strong supervisory, interpersonal, and training skills, with demonstrated success in leading staff teams.
* Excellent organizational, time management and planning skills.
* Excellent customer service and conflict resolution skills.
* Ability to be flexible and adapt to changing situations.
* Ability to interact professionally and effectively with all constituencies of the University community, as well as with all external contacts.
* Proficient computer skills in Microsoft Word, Excel, PowerPoint, and experience with recreation management software is an asset.
* Current Standard First Aid & CPR Certification.
* Valid Ontario Driver's license (Class ‘G’ minimum) and access to a vehicle.
* Must be able to work evenings and weekends.
* Criminal Records Check, inclusive of Vulnerable Sectors Check (dated within the last 6 months) will be required as a condition of employment.

#### Supervision:

* Team Lead to Member Services Agent(s) (2 – 20 hr/week positions)
* Supervise and direct the activities of student employees
  + 15 – Sales Centre Student Staff
  + 5 – Customer Engagement & Special Events Staff