**Department of Human Resources**

**OPSEU Job Description**

**Job Title:** Sales Centre Guest Experience Agent

2 positions, 20 hours/week

**Job Number:** A-320

**NOC:** 1414

**Band:** 5

**Department:** Athletics & Recreation

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

**Last Reviewed:** July 19, 2016

**Job Purpose**

Reporting to the Assistant Director, Customer Engagement & Operations, the Sales Centre Guest Experience Agent plays a key role in the day-to-day operations of the Athletics Centre. This position oversees the general operations of the Sales Centre to ensure that a high quality experience is delivered to all visitors, including Trent University students, staff/faculty, and community members. With a background in fitness and sales, this position provides leadership to a part-time student staff team to support membership sales and revenue generation, as well as customer retention. The Sales Centre Guest Experience Agent must be flexible and able to work mornings, evenings, and weekends as well as weekdays.

**Key Activities**

**A) Sales & Customer Service:**

1. Contributes ideas to support membership sales and retention.
2. Leads and motivates part-time student staff team to implement sales initiatives and special promotions, communicating sales targets and supporting team to achieve sales targets.
3. Contacts leads and schedules appointments with prospective members and provides comprehensive guest tours, presents fitness plans and options with prospective members.
4. Contacts existing members to follow-up on membership renewals to support member retention.
5. Sells new memberships, personal training and other services.
6. Participates in Athletics Centre special events and marketing promotions.
7. Schedules appointments with new members and provides consultations, comprehensive guest tours, presents fitness plans and options with members.
8. Provides consultations with prospective clients, promotes and sells personal training, registered programs, facility rentals, and other customized programming for school and sport organizations.
9. Promotes a positive professional image of the Athletics Centre by providing high-quality customer service to all customers of the fitness facility.
10. Works with the Assistant Director, Customer Engagement and Operations to ensure all sales staff are trained in customer service and are knowledgeable in all program areas to respond to inquiries effectively and promote both program and membership sales.
11. Responds in a professional and timely manner to inquiries, complaints or suggestions from the public, providing effective follow-up as required, adhering to the Athletics Department Customer Service Commitment.
12. In the absence of other full-time staff, monitors all areas of the Athletics Centre to ensure that exemplary customer service is delivered and provides direction to part-time student staff to address any gaps in service delivery that may exist.
13. Has regular interaction with members, motivating and encouraging members to meet their fitness and wellness goals.
14. Leads by example and is a role model for other staff, encouraging a welcoming environment and professional and courteous service to every visitor of the Centre.
15. In the absence of a full-time supervisor, addresses customer service issues that may arise in any area of the Athletics Centre and provides support to part-time staff to resolve.
16. Has a strong knowledge of the programs and services offered by the Athletics Centre and responds to inquiries from visitors and the general community.

**B) Administration**

1. Uses client management software (CLASS) to process: memberships, program and intramural league registrations.
2. Maintains accurate records management system, both electronic and paper records for memberships and program registrations.
3. Collects fees for memberships, programs and merchandise sold at front desk. Issues receipts as required. Balances cash register daily.
4. Reviews and responds to clients inquiries regarding accounts and financial activity.
5. Creates regular reports to send to the Parking Office to request parking passes for new members.
6. Generates member reports and reconciles monthly Payroll Department data to ensure that Trent Staff/Faculty membership fees are accurately applied by Payroll Deduction.
7. Prepares part-time staff schedule as requested by supervisor.
8. Assists in developing contracts and agreements with external user groups/partners in the use of the fitness facility.
9. Works cooperatively with other Athletics Department staff to share information that is pertinent to other program areas.

**C) Facility Supervision**

1. Provides support and direction to all student staff in all program areas of the Athletics Centre when Administrative staff are not available on weekends and during evenings.
2. Supports facility rentals with external and internal (other university department) users (field, rooms, gym, pool) 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.
3. Completes facility checks on a regular basis and upon closing to ensure a high level of safety and security.
4. 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.
5. Completes Fire Warden Training and serves in that capacity during emergencies.
6. Ensures that locker rentals are maintained and reconciled on a regular basis. Oversees the removal of locks from unrented lockers as well as items that may be removed, stored for pick-up, or assigned to the lost and found.
7. Ensures that laundry is coordinated and completed to ensure that a supply of clean towels are available for members, and that varsity uniforms are cleaned and prepared for team travel during the varsity season.

**D) Human Resources**

1. Administers regular training programs to ensure that all staff certifications are maintained and that staff have the required skills and abilities to meet deliver high quality programs.
2. Supervises and develops staff, through ongoing training, supervision, and coaching.
3. Develops and maintains work schedule for all Sales Centre part-time staff.
4. Completes bi-weekly timesheets for all staff, ensuring that they are coded correctly and submitted to payroll in a timely manner.

**Education**

Two years of post-secondary education (college or university);

**Experience**

1. Two to three years’ experience in sport and fitness and/or administrative experience in a fitness environment.
2. Demonstrated knowledge base in exercise and wellness theory and practice.
3. Registration with CanFitPro, or other recognized national certification as a Fitness leader, instructor or Personal Trainer is an asset.
4. Strong sales background and excellent customer service skills.
5. Ability to balance the interests of a variety of client groups, adjusting priorities to meet client needs.
6. Strong supervisory, interpersonal and training skills.
7. Solid organizational and time management skills
8. Conflict resolution skills; ability to diffuse potentially volatile situations.
9. Demonstrated ability to work as a team player within an athletics and recreation environment.
10. Current Standard First Aid and CPR C Certification.
11. Intermediate level of computer skills in Microsoft Word, Excel, PowerPoint.
12. Experience using recreation management software for program and facility management.
13. Must be able to work some evenings/weekends, as required.

**Responsibility for the Work of Others**

Direct Responsibility

N/A

Indirect Responsibility

* Part-time student staff