

GRAND FORKS PARK DISTRICT
Updated 7/13/2023

Position: Membership Specialist
Incumbent: Open
Status: Non-Exempt
Supervisor: Membership Services Coordinator

The position description presented below is intended to present a descriptive list of the range of duties performed by employees in this position. These specifications are not intended to reflect all the duties performed within the job.

STATEMENT OF PURPOSE

This position is responsible for all aspects of new membership sales, helping existing members with change requests and assisting the Membership Services Supervisor with promotions, marketing and advertising efforts.

DUTIES/RESPONSIBILITIES/STANDARDS

Critical Element #1

Operate as an effective member and leader of the cultural environment defined by the Choice Health & Fitness value statement and culture guidelines.

Expectations

1. As an employee, meet the expectations of the organizational core values and culture.

Critical Element #2

Exhibit a pleasant, helpful attitude and positive body language that is focused on assisting potential members with their membership decision.

Expectations

1. Greet potential members professionally and with enthusiasm to help them feel welcome in the facility.
2. Visit with every guest to determine their fitness needs, goals, and interests.
3. Provide facility tours based on the individual's interests, fitness goals and desires.

Critical Element #3

Have complete and thorough knowledge of all membership options and the required paperwork and have a working knowledge of all the classes, programs and events offered at Choice Health & Fitness.

Expectations

1. Explain membership options and programs in a clear and logical manner based on the individual's needs, using a feature/benefit approach.
2. Complete and process all required membership forms and submit to the Business Office daily.
3. Enroll new members in orientations, classes or programs offered at Choice Health & Fitness.
4. Cross-sell other member services. Ex. Personal Training, Childcare, Tennis or Racquetball Lessons.

Critical Element #4

Meet goals set by the Membership Services Coordinator regarding number of appointments made, tours given, and memberships sold.

Expectations

1. Generate membership leads, member referrals, phone calls, attending community events and expos, and business lead boxes.
2. Set-up and maintain a system with computer software for tracking leads.
3. Complete a Daily Activity Report to be given to the Membership Coordinator.

Critical Element #5

Assist the Membership Services Coordinator in developing and implementing a marketing plan to produce consistent monthly community membership sales.

Expectations

1. Implement, promote, and track the results of the internal member referral program.
2. Achieve and document daily and monthly membership sales calls and memberships sold.
3. Maintain current membership materials for the Membership Department.

Critical Element #6

Assist the Membership Services Coordinator in developing and implementing a marketing plan to promote membership sales to special populations.

Expectations

1. Attend special events, wellness fairs and expos to promote membership to special populations and groups.
2. Volunteer at fundraising events for special populations. Ex.: Arthritis Walk, Special Olympics, Relay for Life, etc.

Critical Element #7

Serve as a Manager on Duty (MOD) as assigned on a limited basis.

Expectations

1. Ensure proper facility opening and closing procedures are completed and upon closing the facility, ensure the facility is secured and all customers and employees have safely exited the premises.
2. Oversee and support all facility staff, especially but not limited to the customer service staff and maintenance staff, to ensure Choice Health & Fitness standards are met.
3. Assist customers with questions or concerns in a manner that meets the customer service standards of Choice Health & Fitness.
4. Address building and emergency issues as able and contact appropriate staff for assistance as needed.

KNOWLEDGE/SKILLS/ABILITIES

1. Minimum of 2 years of customer service experience. Sales experience preferred but not required.
2. Minimum of 2 years of exercise experience either as a participant or instructor.
3. Ability to deal effectively with staff and the general public.
4. Meet customer service standards established by Choice Health & Fitness.
5. Proficient computer skills in Word, Excel, Publisher and e-mail.
6. Must possess a valid driver's license and a clear driving record.

SUPERVISORY

Position involves direct supervisory responsibility over the following positions:

1. General staff supervision during assigned Manager on Duty shifts

CONTACTS

This position requires close contact with the public, health and fitness professionals, and some contact with members of the park district board of commissioners, the media, other government and private sector officials, and professional consultants.

CONSEQUENCE OF ERRORS

Damage to both the public and private property is possible. Personal injury to employees, other workers and the public may also occur. Portray an image to the public at would be consistent with the Park District goals and objectives.

WORKING ENVIRONMENT

This position is performed mainly at Choice Health & Fitness with some time spent at the main office and outside locations.