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| **Job Description****Membership Services Associate** |
| Reports to: Member Services Director | Agency: HealthWorks | Location Code: 6 |
| The Mission of SHARE is to identify, develop and foster programs and services that further the health and well-being of the people of our community and surrounding areas. |
| **Position Summary** |
| Responsible for all aspects of membership sales to individuals and corporate accounts. Develops membership inquiries, prospect tours and community outreach into new membership sales. Accurately completes contracts and enters membership data into database and billing software. Processes memberships through assistance program and maintains required participant levels. Develops and maintains a new member on-boarding process, providing customer service after the sale. Delivers informative professional customer interaction to achieve or exceed membership sales and up sale goals.  |
| **Position Classifications** |
| Primary Classification: Non-Exempt - Full-Time | Pay Frequency: Bi-Weekly - Hourly  | Safety Sensitive: No |
| Benefits Eligible: Yes | Driver Status: Non-Routine*Required to occasionally drive* | Random Testing: Yes |
| EEOC Classification: Sales Worker | SOC Code: 41-3091 | Job Title ID: 149 |
| **Qualifications** |
| Three years of successful sales experience is required. Proficiency using Microsoft Office Suite Programs, email programs, and various social media platforms is required. Must be able to professionally initiate conversation with energy and a positive attitude. Relevant experience in the completion of complex contracts or applications is preferred. Public speaking experience preferred. Professional dress is expected. Must have the ability to complete multiple tasks simultaneously while paying close attention to detail. Must be willing to work a flexible schedule, work efficiently without close supervision, and work effectively with other staff members. Must have the ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages. Must have the ability to effectively operate telephone, personal computer, fax machine, other various office equipment, and software/programs (i.e. Microsoft Office including Word, Excel, and Outlook). |
| **Certifications** |
| Current certification in CPR and First Aid required must be obtained within 90 days of hire and maintained. The cost for CPR certification will be reimbursed by HFC. |
| **Physical and Mental Requirements** |
| **Light to Medium work**The work requires some physical exertion such as long periods of standing; walking over rough, uneven, or rocky surfaces; recurring bending, crouching, stooping, stretching, reaching, or similar activities; recurring lifting of moderately heavy items such as typewriters and record boxes. The work may require specific, but common, physical characteristics and abilities such as above-average agility and dexterity. Must possess physical requirements for any national certification required and maintain these requirements at all times.**The minimum requirements of this position require this individual to:*** Hear alarms/telephone/normal speaking voice
* Have the manual dexterity to operate a computer key board
* Have clarity of vision with/without corrective lenses

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| **Other Requirements for Continued Employment** |
| * Valid current driver’s license
* Must maintain current automobile insurance coverage at all times
* Must provide and use personal transportation
* Availability to work as scheduled during any hours of operation 30 to 40 hours a week
* Must complete annual training
* Must be able to treat ALL people with respect and courtesy without bias or discrimination

ALL SHARE employees are required to keep informed of and comply with the non-discrimination policy as stated: SHARE does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, genetic information or any other protected characteristic under applicable law in admission or access to or treatment or employment in its programs or activities. The President/CEO of the SHARE FOUNDATION, has been designated to coordinate efforts to comply with the Americans with Disabilities Act of 1991 which prohibits discrimination on the basis of handicap or disability.  |
| **SHARE IMPACT Values** |
| The values of SHARE are:**Integrity - Motivated - Professionalism - Adaptability - Compassion - Teamwork**Your behavior and the values you demonstrate in the workplace have a direct IMPACT on mission fulfillment, the work environment and the people you serve. You will be evaluated on the demonstration of these values in the performance of your work and in your daily interaction with others. You must be successful in both the demonstration of these values and the successful performance of the essential job functions required on this job description. |
| **Evaluation Instructions****Evaluation Key**: Met **(M)** Needs Improvement **(NI)** Not Met **(NM).** Complete electronically or in ink. Do not erase or use white out and initial any corrections. Give a key for all requirements. Include documentation for NI or NM keys in the comments field. Document any goals that are set during the evaluation. Give employees the opportunity to make comments or to respond in writing. Complete the recommendations section. Signatures are required from the supervisor and the employee. |
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| **Essential Job Functions**To perform this job successfully, an individual must be able to perform each of the following Essential Duties satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the Essential Duties of the position, provided it does not create an undue hardship on SHARE. |
| **Requirement** | **Key** | **Evaluation Comments** |
| Assists the Membership Services Director in creating the yearly marketing plan including a monthly written narrative which includes sales targets, budget, sales campaigns and sales vehicles and distribution channels. |  |  |
| Serves as a liaison to creative staff to develop specific ads, brochures and other membership services and sales materials, including writing copy, developing slogans and promotions. |  |  |
| Serves as a sales person at the Center to conduct prospect tours and close membership sales. |  |  |
| Trains staff and others authorized to sell memberships in selling techniques and procedures. |  |  |
| Serves as the Center’s “outside presence” in the community, to physicians and employers with respect to membership opportunities at the Center. |  |  |
| Coordinate and attend functions such as Chamber Business After Hours, Health Fairs, Trade Shows, Community functions relevant to membership leads/sales, etc. |  |  |
| Organizes and operates sales events designed to attract new members. |  |  |
| Maintains the reporting system which monitors: daily, monthly and year-to-date sales, terminations and reasons, sales conversion rates and marketing effectiveness by vehicle. |  |  |
| Assists the Membership Services Director, General Manager and Fitness Director in the operation of a member retention program as assigned. |  |  |
| Manages the customer service comment card system to monitor and resolve member complaints and concerns. Issues regular reports showing trends and specifics to allow other departments to address reoccurring issues. |  |  |
| Keep up to date on HFC events and promotions to inform members and answer member and guest inquiries. Use all internal communications methods efficiently. |  |  |
| Develop and maintain a system to follow up with new members ensuring assessments are being scheduled as part of the new member process. Will be held accountable to track and maintain the metrics of this system. |  |  |
| Maintain the Membership Assistance Program. Work with applicants to collect all required documentation required for program eligibility and completion of the membership application. Provide education and accurate information regarding qualifications for assistance. Track program metrics for participants. Consistently maintain the Assistance Program at 90% of its membership limit of 280.  |  |  |
| Perform other duties as assigned or requested. |  |  |
| Demonstrate an understanding of how SHARE’s IMPACT values help achieve our mission to identify, develop and foster programs and services that further the health and well-being of the people of our community and surrounding areas. Demonstrate those values on a daily basis and be willing to overcome behaviors that negatively impact relationships with co-worker’s and the people we serve. |  |  |
| Adhere to all SHARE Foundation and HealthWorks Policies and Procedures. |  |  |
| Develop a new member on-boarding process to ensure touchpoints throughout the facility are utilized and communication with new members is constant and accurate. |  |  |
| Primarily responsible for selling new memberships to individuals and negotiating corporate accounts sales.Consistently meet monthly sales goals as determined by meeting criteria for commissions. |  |  |
| Actively recruit new corporate membership accounts. Maintain and grow current ones.  |  |  |
| Coordinate with the Member Services Director to determine the procedures for membership inquiries and prospect tracking for both phone and walk-in leads. |  |  |
| Help develop and execute all aspects of the marketing plan to generate leads and develop into member sales and up sales. |  |  |
| Handle membership account questions and prospect inquiries. Conduct tours of the facility as requested. |  |  |
| Stay up-to-date on current sales and industry trends. |  |  |
| Inspire members and staff everyday with exemplary customer service and a winning attitude. Realize and support the SHARE Vision of Building a Healthier Community. |  |  |
| Promote the philosophy that all individuals entering the center should be treated with respect, kindness, and professionalism. |  |  |
| Close membership sales according to procedures. Maintain a consistent 95% accuracy rate when completing all types of member contracts and recurring services.  |  |  |
| Effectively gather all required information and or documentation for member accounts and accurately enter membership data into DataTrak. |  |  |
| Assist in completion/process of community outreach efforts, assigned social media activity for the facility, internal/external promotions, and print media. |  |  |
| Work with the Marketing Coordinator and Member Services to achieve or exceed membership sales and up sale goals to meet financials. |  |  |
| Participate in outreach efforts to SHARE employees, corporations, and community groups to promote membership sales and other HFC services as requested. |  |  |
| Work in a constant state of alertness and in a safe manner. |  |  |
| **Evaluation Summary** |
| **Met last year’s goals:** |
| **Evaluation Goals for Up Coming Year:** |
| 1.       |
| 2.       |
| 3.       |
| 4.      |
| **Recommendations:** |
| **Employee Comments:** |
| By signing this job description, I understand that it is a summary of the typical functions of the job, not an exhaustive or comprehensive list of all the possible job responsibilities, tasks, and duties I may be asked to perform. I will be required to perform other responsibilities, tasks and duties that may differ from those outlined in this job description when they are assigned. This job description should not be construed to imply that these requirements and functions are the exclusive standards of this position. The classification(s), essential functions or primary responsibilities of this position are subject to change at any time without notice. I understand that I will be expected to fulfill the essential functions, responsibilities, tasks, behavioral expectations and other duties when assigned to my employer’s satisfaction and at its discretion. This job description is not an employment contract and employment is for no fixed term and may be discontinued with or without cause or notice, by me or my employer, at any time.**Employee Signature: Date:** |
| **Supervisor Signature:** | **Date:** |
| **ED Review:** | **Date:** | **HR Review:** |