

**Roles & Responsibilities**

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| **Position/Role** | Marketing Officer | |
| **Award** | Registered and Licensed Clubs Award 2010 | |
| **Type of Employment** | Casual (2 days or 8 hours per week). | |
| **Classification** | Guest service Level 4 ($22.04 per hour) | |
| **Position Description**  This position is responsible for growing memberships, contacting members outlining and selling products, services and benefits they would enjoy at the club, updating social media, and the GTC website on a weekly basis. The role also provides feedback to the staff and committee of areas for improvement. The role will include supporting front-line staff in serving at the information desk, when there are no staff scheduled. | | |
| **Reporting to:**  Committee Co-Ordinator or Admin Officer.  **Positions Reporting to Job Holder:**  None | | |
| **Key Relationships**   1. **Internal: -** Admin Officer, Committee, Coaches, Maintenance, and other Front-line staff 2. **External:** - Members, Guests and Visitors, Social Media, and GTC website. | | |
| **Decision Making**   * Budgets (input) * Customer Service Policy decisions (input), Staffing and Standards (input) * Programming, Products, and Business Planning (input) * Member Feedback to Staff and Committee | | |
| **Responsibilities** | | **Key Performance Indicators** |
| 1. **Membership Growth**  * Support existing membership to be renewed annually * Use Social Media and Website * Professional presentation manner both in person and on the telephone * Cross-sell existing products and services to members. | | * Well organized and managed * Feedback from customers * Feedback from Committee/Manager & Coaches |
| 1. **Cross Sell Products, Services and Benefits**  * Use existing products to provide awareness to members * Meet weekly salary costs against sales income generated from calls. * Make 20 phone calls per week to existing members. * Support promotions and other marketing ideas through social media. * Offer feedback to key stakeholders on what is working and not working. * Understand and become familiar with Membership products, services and benefits | | * Well organized and managed coaching program * Feedback from customers * Make 20 phone calls per week * Income generated from calls. |
| 1. **Updating Social Media, Marketing Material and GTC Website**  * Schedule 10 social media posts across Facebook, Instagram, Twitter per week * Write monthly newsletters on events, promotions, and general news stories * Use Mailchimp as a means of updating members on a weekly basis. * Use SMS to promote products, services and benefits on a regular basis. * Develop Marketing Material for members to pick up at the club. | | * Feedback from customers * 10 social media posts to be reported on a weekly basis * 1 -2 Mailchimp newsletters per week * Use other forms of Membership Communications. |
| 1. **To assist front desk staff:**  * Understand the PoS System and operate the till * Help educate front desk staff to cross sell and provide practical tools and tips through training or in staff meetings * Understand products that GTC sells. | | * Feedback from staff * Initiate training * Tools and tips used to assist staff |
| 1. **To develop a well-received customer service standard with all stakeholders, i.e. parents, adults, children.** | | * Customer Feedback * Feedback from all staff * Feedback outlined on Facebook and other Social Media |
| **Environmental, Health and Safety Responsibilities:** | | |
| * You Comply with GDTA’s OH&S policies and procedures * Takes reasonable care for the safety of his/her own health and safety and that of other people who may be aﬀected by their conduct in the workplace * Seeks guidance for all new or modified work procedures to ensure that any hazardous conditions, near misses and injures are reported immediately to the Manager * Participates in meetings, training and other environment, health and safety activities * Does not willfully place at risk the health or safety of any person in the work place * Does not willfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare * Cooperates with Tennis NSW in relation to activities taken by GDTA to comply with OH&S and environmental legislation. * Participate in Return to Work Programs, as required to, across the organization | | |
| **Essential Skills Required** | | |
| * Customer service experience * Understanding of budgetary principles * Good level of computer literacy and social media skills * Awareness of relevant IT programs, in particular systems used for court and coaching bookings, membership, etc. * Feedback in highlighting efficiencies in processes, etc. * First Aid Certification would be desired * Police Check to be provided upon acceptance of employment * Working With Children check to be provided before being employed. | | |
| **Other Skills Required** | | |
| * Ability to prioritize tasks * Ability to utilize available resources to maximize opportunities * Ability to communicate in individual and group environments * Ability to relate well to individuals of all ages and standards * Willingness to be flexible in regard to work schedules and working longer hours to ensure success of all programs * Desire to be part of a team. * Creativity and a passion for growing the game * Cooperative working relationships with all associated individuals * Sound communication skills – both verbal and non-verbal * Well-presented and professional * Ability to form a professional relationship with the tennis athletes. * Ability to maintain a positive attitude and relate well with others on the job. * Flexibility regarding work schedules and training hours. | | |