

**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.
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| **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
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| **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
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| 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.
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| 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.
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| 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
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| 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
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| **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
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| **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.
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| **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.
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