UNIVERSITY OF WARWICK

Job Description

Job title	Membership Sales Manager
Department	Warwick Sport
Grade	FA5

Job purpose (a brief summary of the role)	To lead and drive the day-to-day membership sales performance of Warwick Sports by achieving sustained membership growth and retention in alignment with the University of Warwick's 5-year financial plan. The Membership sales Manager will be responsible for developing and executing data-driven sales Plans that support the Warwick Sport Strategy, while ensuring an exceptional customer experience across all touchpoints. This role is central to promoting Warwick Sport's mission of supporting healthy, active lifestyles and ensuring that all activities reflect the organisation's mission, vision, and core values.
Duties and responsibilities	**Sales Performance and Member Engagement** Responsible for achieving or exceeding sales targets and budgeted revenue by actively managing new enquiries, converting prospects, and maintaining strong relationships with existing members. This includes: • Tracking and managing members throughout the entire customer lifecycle, from initial enquiry to onboarding, engagement, and renewal. • Booking appointments, conducting engaging tours of the facility, and carrying out timely and personalised follow-up communications with prospective members. • Executing agreed sales interventions to drive new memberships, enhance member satisfaction, and improve retention—this includes proactively addressing cancellation requests and offering solutions to retain members. • Working collaboratively with the wider team to deliver a seamless customer experience that aligns with Warwick Sport's values of excellence, wellbeing, and inclusivity. **Business Growth and Product Development** Responsible for driving the growth and development of Warwick Sport's membership base and promoting key products such as climbing, tennis, and wellness services across the full range of Warwick Sport offerings. This is achieved through: • Collaborating closely with the Marketing team to co-develop and execute campaign plans, agree on content strategies, and deliver effective lead-generation initiatives tailored to target audiences. • Representing Warwick Sport at exhibitions, outreach activities, publicity events, and stakeholder meetings, acting as a brand ambassador to increase visibility, attract new members, and strengthen community engagement. • Establishing and nurturing relationships with corporate clients, identifying partnership opportunities and creating bespoke offerings that drive business development and increase organisational reach.

	• Supporting the strategic positioning of Warwick Sport as a leading provider of inclusive, high-quality sport and wellness experiences on and off campus. **Team Mentoring, Training and Support** Provide ongoing mentoring, support, and training to frontline Receptionists, student Ambassadors, and other Warwick Sport team members to ensure service excellence and continuous development. Key responsibilities include: • Delivering regular product updates to ensure all staff and volunteers are informed and confident in communicating Warwick Sport's full range of services and offerings. • Developing and delivering targeted sales skills training, focusing on effective enquiry handling, customer engagement, upselling techniques, and conversion strategies. • Supporting the induction and ongoing development of student volunteers, equipping them with the knowledge, confidence, and tools to contribute effectively to sales and customer service activities. • Promoting a culture of exceptional customer experience by coaching staff to handle queries professionally, build rapport with members, and represent Warwick Sport's values of inclusivity, wellbeing, and excellence in every interaction. • Support the Membership operations manager when required.

Person Specification

The Person Specification focuses on the essential and desirable knowledge, skills, experience, and qualifications required to undertake the role effectively. This is measured by (a) Application Form, (b) Test/Exercise, (c) Interview, (d) Presentation.

Essential Criterion No.	Essential Criterion Description	Measured by
E1	Educated to HND, BSc, or BA level, or equivalent industry experience.	A & C
E2	Experience in a targeted sales role preferably in the leisure or Hospitality industry.	A & C
E3	Possess knowledge and in depth understanding of the leisure industry and pricing structures, by creating strategies from data analysis, provided by the sales operations team.	A,B & C
E4	Possess excellent interpersonal and communication skills that are demonstrated both within the office environment and with potential and established customers.	A,C & D
E5	Ability to identify and convert potential enquiries to members by maximising all potential sales opportunities.	A,C & D
E6	Ability to foster relationships within the team whilst providing support and maintaining a positive and encouraging attitude.	A & C
E7	Excellent networking ability and negotiating skills.	A,C & D
E8	Demonstrate professional standard of written and verbal communication.	A & C
E9	Competent use and prior knowledge of all relevant IT software packages.	A & C
E10	Flexibility with regards to working hours and to incorporate evening and weekend work.	C

Desirable Criterion No.	Desirable Criterion Description	*Measured by*
D1	Good local knowledge of University of Warwick, Warwick Sport facilities, local leisure competitors and market positioning.	A & C