



JOB DESCRIPTION

Job Title	Sales & Membership Manager
Department	Sales & membership
Reports to	General Manager
Direct Reports	Sales and Membership Advisors
Grade	Senior Manager

This role is a Senior Manager post and as such holds full accountability for Health and Safety Compliance, Team welfare and development and the Strategic management of the venue.

Senior Management Accountabilities:

- 1) To provide leadership to all Snozone team members, exhibiting Snozone's values with every interaction.
- 2) To be fully conversant with and strictly adhere to, all Health and Safety regulations, Food Safety regulations and Fire Safety regulations.
- 3) To ensure Snozone's Brand Standards and Terms and Conditions are implemented across all departments and corrective coaching is always applied when found not to be the case.
- 4) Undertake Senior Manager on Duty responsibilities including the opening and closing of the building.
- 5) Contribute to the strategic decision-making process for the venue; identify commercial opportunities and areas to strengthen cost control.
- 6) Ensure that all team members are thoroughly updated and informed about all company information.
- 7) Deliver the targets and objectives set by your Line Manager.

Health and Safety:

- 1) Accountable for the compliance of all mandatory Health, Food and Fire Safety training using Citation.
- 2) Accountable for the compliance and immediate reporting of all related Health, Food and Fire Safety issues, incidents and accidents.
- 3) Accountable for providing updates to the team on Health and Safety compliance at the team meetings.
- 4) Accountable for the Safeguarding Policy at the venue.

People:

- 1) Fully comply with the People Guide and all policies and procedures and the reporting of such, utilising the Fourth system.
- 2) Conduct bi-annual appraisals for your direct reports, setting clear targets and objectives.
- 3) Conduct fortnightly 1-2-1 meetings with your direct reports aligned to their targets and objectives, coaching them to a higher performance standard.
- 4) Hold mandatory monthly team meetings with your department including role-play training to improve conversion.
- 5) Ensure staffing levels are appropriate to the needs of the business.
- 6) Ensure consistency of the recruitment policy- and that a fair and consistent process has been adhered to.
- 7) Ensure all staff are fully conversant with our full range of activities and product knowledge.

**Strategic Management:**

- 1) Monitor the website daily to make sure that it remains accurate with activity information, offers and events and that the visibility of lessons is conducive to guest and seasonal demands.
- 2) Conduct quarterly education evenings with schools, ensuring full team attendance to confidently sell and promote the unique education@Snozone array of activities.
- 3) Accountable for the growth of the Snozone membership by identifying and suggesting areas to improve the member proposition.
- 4) Identify new opportunities with Groups, Corporate businesses and schools. Conduct outreach within these community groups, maximising the opportunity to promote Snozone as a unique meeting sporting venue.
- 5) Create and deliver an annual sales plan to the General Manager.
- 6) Focus on sales conversion – structure sales activity for the team daily and weekly to ensure achievement of targets.
- 7) Apply focus to improve sales of higher-yielding slope activities.
- 8) Contribute to the overall marketing strategy through discussion with your General Manager.
- 9) Identify and propose incentive mechanics to support the sales team in exceeding their targets.

Essential tools

- Fourth payroll system
- Fuse User guide
- SharePoint
- Citation Training System
- People Guide (Policies and Procedures)
- Brand Standards
- Marketing plan
- Pricing document

The Person:

- Proven commercial experience and a track record of high performance in a similar single or multi-site business.
- Experience of sales environment and driving revenue growth.
- Evidence of managing a high performing team.
- A clear communicator and professional operator with extremely high standards of expectation.
- Possesses a very committed and diligent working style, with excellent attention to detail.
- Exhibits strong judgment, drive and influencing skills.

Qualifications:

A level standard or equivalent



Able to demonstrate Snozone values:

- We lead by example in everything we do and have a passion for winning.
- We value and support our people.
- We're open, honest and have exceptional standards.
- We believe in teamwork, together we're stronger.
- We're obsessed with providing an outstanding service for our guests.
- We're always looking to improve our business, its revenue and its efficiency.

This document will be used as part of reviewing your ongoing performance.

I have read and fully understand my job role.

Signed:

Print name:

Date: