

JOB DESCRIPTION

JOB TITLE:	Membership Executive	DEPARTMENT:	Commercial
REPORTING TO:	Head of Customer Service	LOCATION:	Chelmsford City Racecourse

JOB SUMMARY

Chelmsford City Racecourse, the UK's newest racecourse, is looking for a new Memberships Executive to help build the best members' club in Essex. The racecourse is home to Essex's most exciting members' club and one of the busiest sports and concert destinations in the South-East. As Membership Executive, you will be responsible for the growth of the membership model and will take responsibility for looking after our members while improving the membership proposition.

KEY ACCOUNTABILITIES

- Achieve department KPIs by growing number of members, maintain a high retention rate and meeting financial objectives
- Take lead on making memberships a core part of the racecourse's commercial model
- Consistently develop and improve membership proposition
- Ensure every member has a first-class experience
- Work with the marketing team to develop effective campaigns and materials to promote memberships
- Respond to all new membership enquiries and aim to deliver a high rate of conversion
- Complete bookings for members for racedays and events
- Plan and deliver private members' events
- Administrative tasks where necessary
- Promote and sell hospitality wherever possible
- Help to develop a keen attitude towards sales in the customer service team
- Communicate membership arrangements and requirements with racecourse team
- Liaise and collaborate with key internal stakeholders to develop revenue generating opportunities
- Ensure all members are entered onto the CRM system and advise accounts to raise invoices where necessary
- Welcome new members on their first visit to ensure all their needs are met, introduce them to key members of the team along with a tour of facilities
- Issue membership badges and welcome packs
- Record and manage all accounts, sending out reminders of renewals when they are due, ensuring as many as possible keep their membership
- Maintain awareness of industry trends and insights through market research and competitor analysis, implementing them accordingly
- Produce and send out regular members updates and emails
- Check in with members personally on racedays and events
- Gather feedback from members to ensure they are happy with the service offered, and report back on areas that need improving
- Arrange and facilitate members' meetings where members can give feedback and learn about upcoming developments
- Record and report KPIs including number of members, financials and retention rates
- Record stock levels of packs/contents and order as necessary
- Be a good ambassador for the business

PERSON SPECIFICATION

QUALIFICATIONS
<ul style="list-style-type: none">• Educated to degree level or equivalent• Experience within either sports, premium hospitality or luxury sector is preferable
EXPERIENCE/SKILLS
<ul style="list-style-type: none">• Highly organised and good at time management• Superb at building and managing relationships• Enthusiastic about customer service and experience• Excellent sales and negotiation skills• Effective problem solver• Excellent communication skills at all levels• Creative mindset with attention to detail
ESSENTIALS
<ul style="list-style-type: none">• Full UK driving license• Able to work outside normal office hours as required, including some weekends and public holidays
TRAINING AND DEVELOPMENT
<p>Full training will be given to the post holder to help them fulfil their duties. Great Leighs Estates Limited is committed to promoting an environment of training, learning and continuous professional development for all employees. We recognise that this is essential to providing a high quality service which meets the needs and expectations of our clients, stakeholders and staff alike.</p>

HEALTH AND SAFETY
<p>As an employee of Great Leighs Estates Limited, the post holder has a duty under the Health and Safety at Work Act 1974, to:-</p> <ul style="list-style-type: none">• Take reasonable care of the health and safety of themselves and all other persons who may be affected by their acts or omissions at work.• Co-operate with their employer to ensure compliance with Health and Safety legislation.
DATA PROTECTION
<p>The post holder must at all times respect the confidentiality of information in line with the requirements of the Data Protection Act. This includes, if required to do so, obtain, process and/or use information held on a computer in a fair and lawful way, to hold data only for the specified registered purposes and to use or disclose data only to authorised persons or organisations as instructed.</p>

This job description is subject to regular review and appropriate modification.

I confirm I have read and understand this Job Description.

Name of Post holder

Signature

Date