Job Description – Front of House Role Sport & Leisure

Job Title: Active Nottingham Host

Department: Resident Services
Service: Sport, Leisure & Business Management
Section: Sport and Leisure
Grade: C
Post reference number: JE1000005546

1 Job purpose

Create an environment and atmosphere that is friendly, welcoming and places the customer at the forefront of our thinking, offering a positive first impression to all prospective and existing users.

Ensure that outstanding levels of customer service are always adopted. Be passionate and be an advocate for sport and leisure and promote the benefits of an active Lifestyle, through the products and services that form our offering both on site, online and in the community.

2 Principal duties and responsibilities

1. Provide a front of house concierge service; ensuring customers get to their activity quickly and have the information and equipment required.
2. Communicate, consult, and build rapport with each customer in a unique and relevant way to maximise sales and minimise cancellations e.g. face to face, surveys, competitions, retention, programming.
3. To maximise every customer experience in our leisure facilities by maintaining a good level of product knowledge and of programmes and activities; including the ability to tour customers around the leisure facilities to a knowledgeable and professional standard.
4. Effectively deal with all product, membership and club / event enquires from current members and potential customers using a variety of integrated systems, automations, and digital tools e.g. course management and sales software, to support the customer in purchasing, accessing, and getting the most benefit from services.
5. Engage with and build customer relations via face to face and digital channels e.g.

social media, email, customer relationship management systems and working closely with the Council's Customer Service Team to support dealing with customer enquiries.

6. Manage all activity in accordance with Nottingham City Council data management policies, procedures, and standards.

7. Have a good understanding of the Active Nottingham offer, supporting the customer with the appropriate membership/product option, which meets their activity goals and needs e.g. fitness memberships, swimming lessons, birthday parties, club hire.

8. Have a good understanding of how to use marketing campaigns and offers when talking and touring customers, and how to use these effectively and appropriately to drive sales and memberships.

9. Support with keeping customer facing areas well maintained and kept in a clean and tidy manner throughout the day; supporting in the administration of saleable stock ensuring it is presentable e.g. swimwear, goggles, badges etc.

10. To carry out administrative duties which support the smooth operation of the leisure centre. Answer telephone calls and online enquires, issue memberships, deal with bookings administration, enquires and attendances, supporting cashing up, banking, and other financial transactions and reconciliation as required in line with Nottingham City Council policies and procedures.

11. To ensure membership requests, queries, complaints follow up calls are dealt with promptly and competently, supporting first contact resolution principles and aiding member retention.

12. To attend training and meetings providing input into ways of improving and developing the service.

3 All staff are expected to maintain high standards of customer care in the context of the City council's Core Values, to uphold the Equality and Diversity Policy and health and safety standards and to participate in training activities necessary to their post.

4 All staff are expected to abide by the obligations set out in the Information Security Policy, IT Acceptable Use Policy and Code of Conduct in order to uphold Nottingham City Council standards in relation to the creation, management, storage and transmission of information. Information must be treated in confidence and only be used for the purposes for which it has been gathered and should not be shared except where authorised to do so. It must not be used for personal gain or benefit, nor should it be passed on to third parties who might use it in such a way. All staff are expected

to uphold the City Council obligations in relation to current legislation including the Data Protection Act and Freedom of Information Act.

5 This is not a complete statement of all duties and responsibilities of this post. The post holder may be required to carry out any other duties as directed by a supervising officer; the responsibility level of any other duties should not exceed those outlined above.

6 Numbers and grades of any staff supervised by the post holder: None

7 Post holder's immediate supervisor: Assistant Manager

Prepared by/author: Sarah Retzlaff **Date: February 2022**

Job title: Sport & Leisure Manager

Person specification

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Areas of responsibility	Requirements	Measurement				
		P	A	T	I	D
Front of House/Concierge	Knowledge or experience in a customer service environment.		✔		✔	
	Understanding and ability to undertake a front of house concierge approach to supporting customers.		✔	✔	✔	
	Knowledge and understanding of the importance of providing tours of the facilities and information to meet customer needs and provide the right product and services.		✔	✔	✔	
	Ability to work closely with the site team, to deliver an outstanding customer experience, attracting new members through selling new products, contributing to team sales targets, working towards individual and team KPI's.		✔		✔	
	Provide outstanding front of house meeting and greeting, follow up phone calls, to enhance the experience and retain existing members within the facility.		✔		✔	

Customer Service and Experience	Have a positive, professional, and supportive manner and be able to communicate and consult with all different customers and user groups, treating people fairly with understanding. Tactful and sensitive with the ability to build rapport with each customer in a unique and relevant way. An approach to work that is characterised by a commitment to always helping customers and colleagues with a positive can-do attitude, believing more can be achieved by working well with others. Ability to work calmly and professionally when under pressure.		✔ ✔ ✔ ✔	 ✔	✔ ✔ ✔ ✔	
Digital and IT	Good level of computer and digital literacy with an ability to use a leisure management system, and a variety of software packages and digital tools. Evidence of good literacy, numerical and communication skills. A good awareness of social media platforms and their importance and effectiveness in online communication.		✔ ✔ ✔	✔ ✔	✔ ✔	
Create and maintain good working practices	Good organisational and administrative skills Ability to work effectively under pressure and be able to prioritise tasks. Ability to communicate with confidence and clarity in person in a front of house role, on-line using digital tools and platforms and in writing, dealing with enquires and complaints. Assertive, motivated, enthusiastic, and flexible with the ability to work as part of a team. Ability to manage enquires making full use of the technology provided and following the processes and procedures determined.		✔ ✔ ✔ ✔ ✔	 ✔ ✔ 	✔ 	

	To work as part of a team to be able to deliver site based KPI's		✔			
	Be able to develop outstanding product knowledge across the spectrum of our sport and leisure offer.		✔		✔	
Working arrangements	Willingness to comply with the City Council's non-smoking policy		✔		✔	
	Willing to complete essential training for the post		✔		✔	
	Able to work flexible/unsociable hours including evenings and weekends and work hours that meet the customer and business needs.		✔		✔	
	To be able to be mobile and travel to different locations within the city and work at different leisure centres as requested to meet customer needs and business service needs.		✔		✔	
Work Related Circumstances	Willingness to comply with the City Council's non-smoking policy.		✔		✔	
	To attend, undertake and successfully complete training that supports delivery of the role.		✔			

P: Pre-application	**A**: Application	**T**: Test	**I**: Interview	**D**: Documentary evidence

Prepared by/author: \Sarah Retzlaff **Date: February 2022**

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