

Membership Sales Representative

Burbank Community YMCA – Burbank, CA

POSITION SUMMARY: The Membership Sales Representative leads membership growth including marketing and lead generation, prospect management, and conversion to membership. The Membership Sales Representative will meet and exceed sales goals by handling all membership inquiries (phone, email, in person), identifying and actively problem-solving to overcome objections/obstacles to joining. Other responsibilities will include community outreach by participating in the planning and execution of membership marketing events in an effort to increase membership growth.

QUALIFICATIONS:

1. High school diploma or equivalent required; 4-year degree preferred
2. Strong character values; Caring, Honesty, Respect, and Responsibility
3. Strong written & verbal communication skills; basic computer skills and working knowledge of M/S Office, including Excel and PowerPoint; trained in Listen First, preferred
4. 1-2 years Marketing and Sales experience

DUTIES & RESPONSIBILITIES:

- Create a welcoming environment for all by warmly greeting all members and guests.
- Assist Membership Sales Coordinator to develop strategies to drive potential members and retain existing members through marketing initiatives including: social media, marketing, word of mouth, referrals, acquisition events etc.
- Obtain sales leads via walk-ins, telephone inquiries, grassroots community outreach, membership marketing events
- Conduct all phone and in-person prospective member interviews (during hours worked), and provide welcoming and thorough tours; Close all interviews/tours with an invitation to join the YMCA; Meet or exceed individual monthly sales goals.
- Conducts interviews and/or tours responsive to the needs of prospective members to achieve a conversion ratio of 70%.
- Builds relationships with members through intentional connection with other members and Y staff. Connects members to fitness orientation, program, or a small community of peers.
- Delivers the Five Star Member Service Plan to enhance the member experience through good decision-making, problem solving tools and empowerment.
- Contributes to retention ratio of members at or above 65%.

STATUS/HOURS: Part Time (hours may vary)

Saturday- 9:00AM-3:00PM

Sunday- 9:00AM-3:00PM

Monday- 11:00AM-8:00PM

SALARY/PAY RATE: \$11-13/hr.

TO APPLY:

Please e-mail resume and cover letter to jobs@burbankymca.org or apply in person at the Burbank Community YMCA 321 E. Magnolia Blvd., Burbank, CA 91502.

NO PHONE CALLS PLEASE

EOE