



# POSITION DESCRIPTION

## ST KILDA FOOTBALL CLUB

<b>Role</b>	<b>Membership Sales Representative</b>
<b>Reporting to</b>	<b>Membership Sales Executive</b>
<b>Location</b>	<b>RSEA Park, Moorabbin</b>
<b>Department</b>	<b>Consumer Business</b>
<b>Employment type</b>	<b>Casual</b>

### **POSITION OVERVIEW:**

The Membership team at St Kilda FC is a dynamic sales and service team who thrive in a high-performance environment where daily sales targets are set and by providing the very best service and support to members and supporters.

The Membership Sales Representative (MSR) will be required to work both as part of the team and autonomously. Integral to success in this role is the MSR's responsibility for the achievement of their own daily sales figures through a combination of inbound and outbound calls to members and prospects. This also involves the ability to identify new member prospects and upgrade membership packages through strong sales techniques, as well as providing a service quality that exceeds their expectations.

### **DIRECT REPORTS:**

- N/A

### **STAKEHOLDER RELATIONSHIPS:**

#### **Key Internal Stakeholders:**

- Membership team
- Marketing team
- Commercial team
- Football department

#### **Key External Stakeholders:**

- St Kilda FC members and fans
- Wider community and stakeholders of St Kilda FC



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### KEY TASKS:

- Process new memberships and renewals through St Kilda's CRM system (Archtics)
- Undertake outbound sales calls to non-renewed members
- Undertake outbound member sales calls to upgrade membership packages
- Achieve sales targets as agreed upon with the Membership Sales Executive
- Represent St Kilda FC in a professional manner at all times
- Effectively resolve any member issues
- Respond in a timely and appropriate manner to all customer communications
- Ensure all inbound phone calls are answered efficiently and call wait times are in line with Club standards
- Bring a sales focus to each and every membership interaction
- Sell memberships at functions and on match day
- Identify prospects to upgrade membership packages over the phone and via email
- Match day roles as agreed
- Be available to work at designated St Kilda FC home games at Marvel Stadium, with the possibility of other Club functions and clinics
- Assist with other duties as directed

### EXPERIENCE AND QUALIFICATIONS:

- Experience working in a membership and/or sales specific role
- Demonstrable experience in exceptional customer service delivery
- Intermediate Microsoft Word
- Intermediate Excel skills

### SKILLS, KNOWLEDGE AND SPECIALIST EXPERTISE:

- Excellent written and verbal communication skills
- Strong relationship building and influencing skills
- Ability to thrive in a sales and target based environment
- Outstanding phone manner
- Exceptional customer service skills
- Excellent organisation and time management skills
- Committed to achieving deadlines
- Strong accuracy and attention to detail
- Flexible, adaptable and proactive approach
- Strong desire to drive change and make continuous improvement
- High degree of professional ethics and integrity



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### **BEHAVIOURAL COMPETENCIES:**

#### **Collaboration**

- Ability to work effectively with others - within the Consumer Team and across the business

#### **Business Acumen**

- Understands the Club's strategic direction and key business drivers

#### **Customer Centric**

- Provides exceptional customer service to the business

#### **Results Orientated**

- Delivers quality outcomes in a timely manner

#### **Resilient**

- Persists in the face of obstacles and challenges and learns from experiences



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### **SAINTS VALUES:**

#### **Performance**

We value *Performance* at St Kilda because we know that winning premierships requires the relentless pursuit of excellence – on and off the field.

What it is:

- Continually challenging ourselves and each other and embracing accountability
- Maintaining our focus and persisting in the face of setbacks
- Being sharp and agile in our thinking and decision making
- Collaborating and utilising our collective strengths to achieve our goals
- Seeking out feedback and acting upon it

#### **Belonging**

We value *Belonging* at St Kilda because we believe in the power of genuine connection and unity to ignite extraordinary outcomes.

What it is:

- Welcoming everyone and treating all people equally and with respect
- Valuing our diverse strengths, perspectives and passions and the contribution of all
- Bringing our true and authentic selves to the work we do
- Caring and supporting each other to achieve our goals
- Celebrating our successes together

#### **Creativity**

We value *Creativity* at St Kilda because we need to be adventurous, courageous and innovative to succeed in the hypercompetitive environment of the AFL.

What it is:

- Having a growth mindset and seeking out new ideas to find a better way
- Challenging the status quo and asking the tough questions
- Responding constructively to others' ideas
- Taking 'smart' risks even when the outcome is uncertain
- Identifying key learnings from mistakes and sharing these with others