

# Village of Orland Park

## Position Description



POSITION TITLE: Membership Coordinator (Part-Time)  
DEPARTMENT: Recreation and Parks  
CATEGORY: Professional  
REPORTS TO: Facility Administrator  
FLSA STATUS: Non-Exempt  
PREPARED BY: Kurt Heinlen, Facility Administrator/Angela Arrigo, HR Generalist  
PREPARED DATE: February 21, 2013

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### **POSITION SUMMARY:**

This position is primarily responsible for branding, marketing, and administering the Corporate Sportsplex Membership Program focusing on and generating new business memberships and maintaining current memberships by ensuring customer satisfaction. This position will also assist in coordinating current and new resident, non-resident, and employee membership opportunities.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

1. Regular and consistent attendance is required for this position.
2. Develop Corporate Sportsplex Membership Program including benchmarking and developing business membership packages to meet local business needs.
3. Meet specified goals and objectives for new business memberships and membership renewals.
4. Generate local business leads and pursue for membership. Follow-up on membership leads, inquiries, and referrals via phone/email/in-person to determine level of interest and pursue accordingly applying effective selling strategies.
5. Schedule meetings with prospective businesses and deliver presentations on the benefits of memberships to their organization highlighting the amenities available through membership opportunities effectively communicating the benefits of fitness principles, fitness programs, fitness trainer usage, fitness equipment, etc available at the Sportsplex.
6. Coordinate new business membership orientations/tours with prospective and new businesses. Assist with roll-out and marketing of services to new members attained through a business membership.
7. Develop, plan, and implement effective relationship building principles focused on further expanding and maintaining new business membership clients. Continue to build relationships with other business in the local area in anticipation of future business.
8. Develop and implement analytical measures using current tracking tools to identify opportunities for increasing memberships and membership usage. Develop effective strategies and propose recommendations to increase all memberships and usage.
9. Participate in local health fairs and other events (ie. Kidz Expo, Chamber events, Taste of Orland Park, etc.) to effectively market memberships (Business/Resident/Non-resident) within the local community.
10. Provide suggestions and recommendations for marketing materials to aide in effectively marketing business and other memberships.
11. Develop and produce a monthly Sportsplex newsletter aimed at promoting Sportsplex facilities, equipment, group training, exercise classes, private facility usage, etc. Use newsletter and other online resources to promote Sportsplex facility.
12. Performs other duties as required.

### **SUPERVISION RECEIVED:**

Limited supervision received from the Facility Administrator.

### **MANAGERIAL/SUPERVISORY RESPONSIBILITIES:**

None

**POSITION REQUIREMENTS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

**Education:** Bachelor's degree in recreation, marketing/sales or related field is preferred.

**Experience:** Minimum of two years sales/marketing experience. Minimum of two years experience in fitness/exercise fields or within a fitness center are required. A passion for fitness and knowledge of fitness and exercise principles are required. Must be comfortable with cold-calling and be results-driven. Exceptional customer service skills are required. Outstanding interpersonal, verbal and written communication skills, and organizational skills are also required. Ability to generate leads, apply effective selling techniques, implement creative selling strategy, and to identify customer needs and recommend solutions is needed. Application of excellent judgment, decision making, and strong self-starter skills are a must. Good analytical skills a must. Must be self-motivated and work independently with minimal supervision. Proficiency with Microsoft Office required.

**CERTIFICATIONS, LICENSES, REGISTRATIONS:**

CPR and First Aid certification is required within 90 days of hire.  
Valid IL Driver's License is required.

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

While performing the duties of this job the employee is required to frequently walk, stand, and sit. The employee is required to occasionally lift, and carry up to 30 pounds, and push or pull up to 50 pounds. Occasional running, bending, stooping, kneeling, twisting, squatting, climbing, typing, and working at a computer are necessary.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position operates in a fast paced environment. Hours for this position are Monday – Thursday 10am to 3pm. Availability for evening and weekend events is needed. (Subject to change based on business needs.)

This position will work out of the Sportsplex facility approximately 50% of the time and travel to the local community 50% of the time.