

Job Description

Memberships and Bookings Officer

Salary:	Grade 6
Contract:	Full time, ongoing
Location:	Canterbury Campus
Responsible to:	Sports General Manager
Responsible for:	Memberships & Bookings Coordinators and Sports Clerical Assistant and Timesheet Staff
Job family:	Administrative, professional and managerial

Job purpose

The Memberships and Bookings Officer leads the delivery of Kent Sport's membership and bookings sales, customer service, and administration functions, ensuring a seamless and professional experience for all members, students, staff, and community users. With a strong commercial focus on driving membership sales and facility bookings, this postholder will be responsible for achieving membership income targets, developing sales and retention strategies, and ensuring the effective operation of Kent Sport's related systems and processes. Acting as super user for the departments' Leisure Management IT system, they will oversee data integrity, system optimisation, and reporting/supporting operational efficiency and evidence-based decision making.

The role combines commercial focus with a commitment to service excellence, leading a motivated front-of-house team to deliver a welcoming, efficient, and customer-centred service that contributes directly to the University's wellbeing and engagement objectives and strategy. Working closely with internal and external colleagues and stakeholders this post-holder will be the driving force behind the departments ambition to engage students, staff and the community in sport and physical activity whilst achieve income targets and financial sustainability.

Key accountabilities

The following are the main duties for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

- Lead membership and bookings sales, ensuring income, retention, and satisfaction targets are met. Develop and deliver sales campaigns, promotions, and initiatives to increase participation in sports programmes and activities, liaising with marketing and communications colleagues as appropriate.
- Monitor KPIs and attendance data, using insights to drive engagement and optimise performance.
- Coordinate outreach and engagement to promote membership sales and booking enquiries.
- Plan and oversee sports events and tournaments in collaboration with the Duty & Facilities team. Ensure optimal facility usage and space allocation to maximise revenue and member experience.
- Line manage and develop the Membership and Booking Coordinators and Clerical Assistant, setting objectives and providing training. Oversee front-of-house operations to deliver a consistent, professional, customer-focused experience.
- Champion a "one team" approach across sports operations and delivery functions onboarding and empowering all staff to deliver a seamless and consistent sales message tailored to each customer.
- Act as super user for the departments' Leisure Management System ensuring configuration, data integrity, GDPR compliance, and system optimisation. Manage reporting and analytics to support decision-making and marketing strategies. Lead staff training on systems and processes.

- Work with Marketing and Communications to deliver effective campaigns and CRM communications. Champion a culture of continuous improvement, using feedback and data to enhance member experience and implement strategic evidence-based change.
- Contribute to annual business planning, forecasting, and identifying new opportunities.

Key challenges and decisions

The following provide an overview of the most challenging or complex parts of the role and the degree of autonomy that exists.

- Driving commercial income growth in a competitive market while maintaining a strong service ethos.
- Maintaining an astute commercial awareness of sector and industry trends with the ability to adapt to changing customer needs and demands.
- Leading the front-of-house and membership administration team through cultural and operational change whilst engaging the wider department in a sales focused culture.
- Managing multiple sales and administrative priorities while maintaining a focus on high customer service standards, a positive student and staff experience and community engagement.
- Maintaining system accuracy and functionality across multiple platforms and user levels.
- Translating data and analytics into practical service improvements.

Facts & figures

Annual Membership Income Target: c. £375k

Programme scale:

c. 9,000 active members

A portfolio of over 20 different membership variations

Over 1,000 daily fitness suite visits during term time

Over 60 weekly sessions and appointments across all membership types

60+ student sports clubs and intramural teams

Direct reports: 4 x Membership & Bookings Coordinators, 1 x Sports Clerical Assistant

Casual workforce: Approx. Approx 5-10 timesheet Membership Assistants

Front-of-house coverage: 7 days per week, operating early morning to late evening

System responsibility: Primary super-user and administrator for leisure management system (e.g. Xn, Gladstone)

Facility portfolio: Three fitness suites, Strength & Conditioning Suite, two Group Exercise spaces, 3 indoor Sports Hall, 4-court Indoor Tennis & Events Arena, multiple artificial and grass sports pitches and associated sports facilities across Canterbury Campus

Budget oversight: Contribution to planning and monitoring of sales, marketing, and staff budgets

Internal & external relationships

Internal: Sports General Manager and wider Kent Sport leadership team, Kent Sport colleagues including Timesheets and placement students, Marketing and Communications Team, Campus Services (Finance, IT, Marketing, and Estates), Student Support and Wellbeing, Medical Centre, Neurowell, Sport, Exercise & Rehabilitation Sciences department, Kent Students Union & Student Club representatives.

External: Leisure Management System and software vendors (Gladstone/ Xn), Commercial partners and community members, Local sports clubs and facility users, Suppliers, contractors, and marketing partners, Local schools and colleges (outreach and facility hire).

Health, safety & wellbeing considerations

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

- Regular use of Screen Display Equipment
- There may be a requirement to work evenings and weekends

Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

Essential Criteria:

- Proven experience improving membership sales, customer service, or front-of-house operations within a leisure, fitness, or hospitality environment (A, I, T)
- Strong leadership and team management skills, with experience of developing and motivating staff and fostering a sales focused culture whilst maintaining an excellent user experience (A, I)
- Advanced user knowledge of leisure management systems or CRM systems (Gladstone, or equivalent) (I)
- Demonstrated ability to analyse data, interpret trends, and produce meaningful reports (I)
- Excellent organisational and administrative skills with strong attention to detail (I)
- Experience managing customer accounts, financial transactions, and data integrity (A, I)
- Excellent communication and interpersonal skills with a customer-first mindset (I, T)
- Ability to work collaboratively with student organisations and external partners (I, T)
- Ability to work flexibly across shifts, including early mornings, evenings, and weekends to support operational needs and events (I)
- Proficiency in Microsoft Office and digital communication tools (A,I)
- A firm commitment to fostering a working and learning environment that is respectful, inclusive and values diversity, including diversity of thought, and which enables staff and students from a wide range of backgrounds to thrive (I)

Desirable Criteria:

- Experience working in a higher education or university sports environment (A)
- Experience in marketing, CRM campaigns, or customer retention programmes (A)
- Experience in sports event planning and delivery (A)
- Understanding of GDPR and data protection within a membership environment (A,I)
- Formal training or qualification in customer service, sales, or IT systems management (A)
- Experience leading system implementation or upgrade projects (A,I)

Assessment stage: A - Application; I - Interview; T - Test/presentation at interview stage