



**Cherry Creek Athletic Club
Member Engagement Specialist
Job Description**

Cherry Creek Athletic Club is Denver's premier, private adult athletic club where fitness is a lifestyle. ***Our club is top ranked on Denver's "A-List" and was named as one of the Top 3 Athletic Clubs in Colorado by the Denver Business Journal.*** We offer a state of the art 100,000 square foot fitness facility that includes the Sanctuary Day Spa, Pilates, Defined Studio, Kids Club, and a wide array of amenities. We are currently accepting applications for a Member Engagement Specialist to join our premier club.

Direct Report: Member Engagement Director

Position Summary:

To create and deepen relationships with Members that we know and do not yet know that will add value to their membership, enhance their sense of belonging and community within the club. The Member Engagement Specialist (MES) is responsible for prospecting for new members both internally and externally, connecting new and current members to club offerings, presenting the club to prospective members, closing new membership sales, assisting members with adding members on to accounts, attending club events, achieving individual and team goals set forth by the Member Engagement Director (MED), and assisting members who are thinking about cancelling and attempting to engage them in the club, reaching out to members that have recently terminated to re-join the club.

Responsibilities:

- Display a strong sales aptitude and the ability to develop rapport with members and guests.
- Demonstrate the ability to externally network through various professional and social organizations and community outlets. External networking should account for approximately 20% of scheduled hours.
- Adhere to club and departmental policies, procedures, protocols and monthly sales plan
- Demonstrate extensive knowledge of club policies, programs, amenities, offerings and events while staying abreast of all monthly promotions to ensure accurate product knowledge and communication to prospects and Members
- Strategically connecting
- Demonstrate a high level of integrity
- Commit to conducting business in an ethical manner and in accordance with club policies, procedures, and protocols.
- Actively engage with low usage members and recent resignations to connect with club services and programs.
- To contribute and generate revenue to the club through honest and enthusiastic Membership sales and service by creating profitable relationships in the community.

Skills and Daily Responsibilities:

- Engage with Members and guests on a daily basis through friendly interactions.
- Individually generate leads and prospects internally and externally
- Contact all recent terminations and low usage members to re-engage them in the club
- Mentor new sales reps in accordance with direction provided by MED or GM
- Complete the Daily Sales Tracking and use this information to improve prospecting skills, appointment setting skills, tour skills, and closing ratio.
- Provide immediate follow-up with prospects and current members
- Attend internal and external networking events, including those held at CCAC and hosted by the local Chambers
- Follow Cherry Creek Athletic Club sales training guidelines
- Assist with member retention, inquiries, and comments
- Inform Sales Manager of any club issues or opportunities
- Fill out all membership paperwork accurately, including membership contracts and Add-on forms in accordance with departmental standards.
- Submit fully completed paperwork to the business office on required deadlines.
- Participate and assist in the planning and implementation of all promotions.
- Always work the last two days of each month.

Please email a resume and cover letter to jobs@cherrycreekclub.com
or apply within at:

Cherry Creek Athletic Club
500 South Cherry Street
Glendale, CO 80246