



Position Title	Member Experience Manager
Status	Full Time, Permanent
Reports to	Vice President of Operations
Location	225 Select Ave., Toronto
Send Cover Letter and Resume to	people@canfitpro.com

Job summary

As canfitpro's Member Experience Manager, your primary role is to increase the growth of canfitpro's membership. You will supervise the membership experience team to ensure quality service, sales, and communications. You will be responsible for the quality of canfitpro's brand as it is experience through all levels of membership.

Summary of Duties and Responsibilities

- Develop and execute canfitpro's products and services related to membership
- Supervise the teams that prospect, promote, and sell memberships and renewals via various conduits (phone calls, emails, mailings, website, social media, magazine) in a call-center environment
- Create membership engagement campaigns and nurture the sense of community for canfitpro members
- Develop ways of improving the membership program so to further meet the needs and goals of our existing and prospective members
- Analyze, forecast and create membership budgets and concurrent timelines
- Build relationships and rapport between canfitpro and fitness professionals, fitness clubs and their staff, colleges and universities, etc.
- Create membership communication (e-Newsletters, social media and processes, implement membership promotions)
- Develop product knowledge training sessions for staff on new programs and their implementation
- Work closely with all other departments to provide a positive membership experience during all points of contact
- Responsible for the overall direction, coordination, and evaluation of this unit
- Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; performance management of employees; addressing complaints and resolving problems

Qualifications

Education

- Minimum of post secondary education

Knowledge, Skills and Abilities

- Exemplary leadership, written and verbal communication skills
- Excellent interpersonal, time management, planning and organizational skills



- Excellent sales, service, mentoring, and coaching skills adapted to both inbound and outbound call teams
- Sound decision making skills, demonstrated initiative, and attention to detail
- Ability to problem solve, manage change, and consistently act as a role model
- Ability to forecast, plan, and be creative
- Sound judgment, problem solving, analytic and decision-making skills
- Ability to multi task, build relationships, and adapt to changing situations
- Knowledge of the fitness industry

Proficiency in the use of computers for

- Sound computer skills to include Word, Excel, Outlook, Power Point, Access and internet

Experience

- 3 or more years management experience in a result driven role and meeting sales goals
- Experience working in a membership driven organization
- Experience and interest in the fitness industry is an asset

Relationship Management

- Establish and maintain professional working relationships with all levels of the organization

Working Conditions

- Mainly weekdays, occasional evenings and weekends
- Occasional travel to include one day and overnight stays

canfitpro is an equal opportunity employer. Upon request, we will make accommodations available during the recruitment process to applicants with disabilities.