

Job Description: Marketing Executive – Legacy Fitness Hub

Position Overview: We are seeking a dynamic and customer-oriented Marketing Executive to join our fitness club team. The Marketing Executive will play a crucial role in promoting our fitness club services, engaging with walk-in customers, and generating conversions. This position requires excellent communication skills, a persuasive demeanour, and the ability to handle customer inquiries effectively. The Marketing Executive will also be responsible for making calls to leads generated through marketing activities across various platforms. The successful candidate will also be required to manage front desk duties during their shift. Furthermore, the Marketing Executive will generate daily reports, update the manager on the daily status, and build a prospective list of potential customers.

Responsibilities:

1. Engage with walk-in customers and provide comprehensive information about the fitness club's services, facilities, and membership plans.
2. Demonstrate a thorough understanding of our fitness programs and offerings, highlighting the benefits to potential customers and assisting them in making informed decisions.
3. Effectively handle customer inquiries, address concerns, and provide excellent customer service to ensure a positive experience for all visitors.
4. Utilize persuasive communication techniques to convert potential customers into club members, achieving monthly conversion targets.
5. Proactively contact leads generated through marketing activities, including online campaigns, social media, and other promotional initiatives, with the aim of converting them into club memberships.
6. Maintain accurate and updated records of customer interactions, sales activities, and lead follow-ups using the club's CRM system.
7. Generate daily reports summarizing customer interactions, sales conversions, and lead follow-ups.
8. Update the manager on the daily status, providing insights into customer feedback, conversion rates, and areas of improvement.
9. Build a prospective list of potential customers by leveraging various sources, including online platforms, referrals, and community events.
10. Assist with managing the front desk during shift hours, including greeting visitors, managing phone calls, scheduling appointments, and handling general administrative tasks.
11. Collaborate with the marketing team to provide feedback on customer preferences, market trends, and suggestions for improving marketing strategies.
12. Stay updated on fitness industry trends, competitor activities, and new marketing techniques to identify opportunities for business growth.
13. Candidate should be able to speak and manage the client in English, Kannada and Hindi.

Qualifications:

1. Bachelor's degree in Marketing, Business Administration, or a related field is preferred.
2. Proven experience in sales or marketing roles, preferably in the fitness or wellness industry.
3. Excellent interpersonal and communication skills, with the ability to build rapport quickly.
4. Strong persuasive and negotiation skills to effectively convert leads into customers.
5. Ability to handle objections and provide suitable solutions to potential customers.
6. Proficient in using CRM systems and other sales-related software.
7. Self-motivated and results-oriented, with a track record of meeting or exceeding sales targets.
8. Flexible and adaptable to a fast-paced environment, with the ability to multitask effectively.
9. Customer-centric mind-set with a passion for delivering exceptional service.
10. Proactive and detail-oriented, with excellent organizational and time management skills.
11. Strong analytical skills with the ability to generate reports and insights.
12. Ability to provide regular updates and communicate effectively with the manager.
13. Knowledge of fitness club operations, fitness programs, and industry trends is a plus.
14. Candidate should be able to speak English, Hindi and Local language Kannada.

This job description outlines the primary responsibilities and qualifications for the role of Marketing Executive at our fitness club. However, additional tasks and duties may be assigned as required to support the organisation's overall success.