

Head of Member Services and Operations

About Ireland Active

Ireland Active is the national association for the leisure, health and fitness sector representing over 350 organisations across the Republic of Ireland. Our members include hotels, public and private leisure centres, swimming pools, gyms, studios, recreational facilities, education providers and activity centres, all of which play a key role in inclusive activity catering for all ages and abilities, providing an outlet for physical activity in communities across the country.

We work with partners in the Dept of Sport, Sport Ireland, Skillnet Ireland, Swim Ireland, CARA and others to actively promote the social and economic importance of the Irish leisure, health and fitness sector with the aim of getting more people more active, more often.

Ireland Active is structured as a not-for-profit entity and a company limited by guarantee with a Board consisting of representatives from both within the membership (Private Industry, Local Authority Industry, Education, Hotels) and independent directors who oversee the strategic direction of the organisation.

Role Summary

The Head of Member Services and Operations is an externally facing position focusing on member services and support across a diverse network of stakeholders. The head of member services and operations is responsible for leading the development, implementation and evaluation of membership growth strategies, as well as day-to-day management of the member services team while working closely with the CEO on delivering and ensuring our members the highest level of service. This position is responsible for implementing membership growth and retention strategies that align with Ireland Active's strategic objectives. The ideal candidate for the position has operational managerial experience and technical understanding of the complexities of the leisure, health, fitness and sports industry. This position reports directly to the CEO.

Responsibilities

1. Leads a team which provides a range of membership services to affiliated organizations which enhance their ability to service their customers/members and adapt to a changing participation landscape
 - Identify opportunities and collaborate with stakeholders to enhance member benefits and services offered by *Ireland Active*.
 - Initiate and manage strategic partnerships with stakeholders to help recruit and retain and grow our membership
 - Develop and provide members and partners with resources, network connections, research and recommendations.
2. Leads Ireland Active's overall efforts provide to recruit, retain, and engage membership.
 - Develop strategies and programs to stimulate member engagement as a means of membership renewal
 - Oversight of all membership data, tracking and reporting.
 - Work with staff and members to develop and manage processes for feedback on Ireland Active membership, programs, and services.

3. Manage the strategic partnership with LHF Skillnet to service the fitness and leisure industry
 - Manage the communication and day-to-day activities with LHF Skillnet.
 - Establish a year-round training programme to reflect industry needs
 - Grow the network of training providers
 - Initiate opportunities with members to engage with the LHF Skillnet.
4. Outline a data-driven member engagement, retention, and recruitment strategy and implementation plan.
 - Accurate membership records
 - Recruitment and retention reports
 - Current, new and prospective member information
5. Represent Ireland Active at industry meetings, conferences, and partner events.
6. Keep ahead of industry developments and apply best practices to areas of improvement
7. Work closely with CEO to set annual goals and objectives in line with the Ireland Active strategic development plan.

Knowledge and Skill Requirements

- Bachelor's Degree required.
- Minimum of three years of experience in a membership-based organisation, NGB or leisure health fitness and sports-focused business.
- Demonstrate experience in growing membership/customers and strengthening membership retention.
- Knowledge of leisure, health, fitness and sports industry, including issues and business practices
- Demonstrate problem-solving skills with stakeholders, anticipate needs, determine priorities and meet deadlines.
- Exceptional organisational skills with attention to detail.
- Experience with database management.
- Experience with Microsoft Office Suite of tools.
- Strong interpersonal skills and commitment to a high level of customer service.
- Demonstrate excellent oral and written communication skills to interact effectively with members and stakeholders.
- Ability to travel and represent Ireland Active at professional conferences, leadership meetings, and in the normal course of membership development activities.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity. It may be amended in light of the changing environment within the organisation and the Irish leisure, health, and fitness sector.

Compensation

This is a full-time, salaried position based in Sports HQ, National Sports Campus, Dublin 15, with some travel required.

Salary range: €50,000-€55,000 based on experience + excellent benefits.

To apply, please send your cover letter and resume to office.administrator@irelandactive.ie **by 5 pm Friday 9th September.**

Only applicants to be invited for an interview will be contacted. All candidates must have existing valid permission to live and work in Ireland unrestricted. Ireland Active is committed to equal opportunities for all staff and applications. Appointment will be made subject to satisfactory Garda Vetting and suitable reference checks.