

Disgrifiad Swydd

Teitl y Swydd	Cynorthwydd Cymorth – Marchnata ac Aelodaeth
Gwasanaeth	Porth Cymorth Cynnar
Graddfa	Graddfa 6
Pwynt/iau Cyflog	7 – 10
Cyflog	£25,584 - £26,835 y flwyddyn
Pwrrpas y Swydd	- Uchafu incwm trwy werthu aelodaeth yn rhagweithiol a thrwy wella cadw aelodaeth i gyrraedd targedau ariannol a thargedau defnyddwyr; - Sicrhau'r defnydd cyson o System Rheoli Hamdden y gwasanaeth ym mhob un o'i gyfleusterau ac uchafu ei ddefnydd fel offeryn gwerthu; - Datblygu a gweithredu presenoldeb marchnata a chyfryngau cymdeithasol cyd-weithredol ar gyfer y Gwasanaeth Canolfannau Lles; - Hyrwyddo'r gweithgareddau a'r mentrau a ddarperir gan y gwasanaeth gan godi proffil a lefel ymwybyddiaeth o'r gwasanaeth o fewn yr awdurdod lleol ac yn allanol ymhlith dinasyddion Ceredigion a chymunedau cyfagos.
Lleoliad	Canolfan Rheidol
Oriau Gwaith	37 awr yr wythnos
Math o Gytundeb	Llawn Amser
Hyd y Cytundeb	Parhaol
Teitl swydd y Rheolwr Llinell	Rheolwr Tîm Canolfannau Lles (Canolbarth a De) / (Gogledd) (i'w gadarnhau ar ôl penodi)
Cyfrifoldebau Goruchwyllo / Rheoli	Dim
Atebolrwydd	
Telerau Cytundebol sy'n Gysylltiedig â'r Swydd	cynnwys Cyfryngau Cymdeithasol y gwasanaeth; Gweithredu'r System Rheoli Hamdden (Legend) Efallai y bydd angen gweithio gyda'r nos ac ar benwythnosau o bryd i'w gilydd Mae diogelu ac amddiffyn plant yn flaenoriaethau allweddol i ni. Ein nod yw cefnogi plant a phobl ifanc bregus er mwyn sicrhau eu bod mor ddiogel â phosibl. Rydym ni a'n sefydliadau addysgiadol yn cydnabod bod plant a phobl ifanc a'r hawl i gael eu hamddiffyn a byddwn yn cymryd camau i ddiogelu'u lles. Disgwylir i bob aelod staff a gwirfoddolwr rannu'r ymrwymiad hwn a byddwn yn gofyn am Wiriad Manylach y Gwasanaeth Datgelu a Gwahardd (DBS), sef y CRB gynt.

Dyletswyddau a chyfrifoldebau	
Aelodaeth/Gwerthiant - Darparu rhaglen werthu wedi'i chynllunio ac arwain gweithgareddau cynhyrchu, gan gynnwys ond heb fod yn gyfyngedig i werthiannau newydd, aelodau sydd wedi darfod, adnewyddiadau, atgyfeiriadau, gweithgareddau corfforaethol ac allgymorth; - Defnyddio dulliau gwerthu sydd ar gael, gan gynnwys ond heb fod yn gyfyngedig i delewerthu, negeseuon testun, e-bost, offer cyfeirio, deunyddiau marchnata a phlatformau Rheoli Cysylltiadau Cwsmeriaid (CRM); - Cynnal rhaglen o gysylltiadau ôl-werthu gydag aelodau i hyrwyddo atgyfeiriadau, adnewyddu, cadw a rhagoriaeth mewn gwasanaeth cwsmeriaid. Gweinyddiaeth - Sicrhau bod gwerthiant aelodaeth yn cael ei brosesu'n gywir drwy ein system rheoli aelodaeth a bod cytundebau aelodaeth yn cael eu cwblhau yn llawn ac yn gywir; - Sicrhau bod yr holl wybodaeth am aelodau a rhagolygon yn cael eu dal yn gywir a'u prosesu, eu storio a'u rheoli yn unol â pholisi a deddfwriaeth y cyngor; - Cydlynu ymateb y gwasanaeth i ymholiadau a dderbyniwyd drwy <i>CLIC</i> neu'n uniongyrchol drwy sianeli cyfryngau cymdeithasol; - Sicrhau bod gwybodaeth am werthiannau aelodaeth wythnosol yn cael ei chyfleu'n effeithlon ac yn brydlon. Goruchwylio, hyfforddi a datblygu - Cynorthwyo i sicrhau bod gwasanaeth gwerthu ac ymdrin ag ymholiadau aelodaeth yn cael ei ddarparu'n effeithiol ac effeithlon bob amser ym mhob cyfleuster; - Cynorthwyo i ddatblygu sgiliau gwerthu staff fel y bo'n briodol; - Cynorthwyo i sicrhau bod staff yn cael eu hyfforddi ar systemau a phrosesau i gyflawni eu dyletswyddau yn effeithiol; - Mynychu cyfarfodydd tîm yn ôl yr angen a chyfrannu'n gadarnhaol at ddatblygiad parhaus Gwasanaeth y Ganolfan Les. Marchnata - Datblygu a gweithredu presenoldeb marchnata a chyfryngau cymdeithasol cydweithredol ar gyfer y Gwasanaeth Canolfannau Lles; - Hyrwyddo'r gweithgareddau a'r mentrau a ddarperir gan y gwasanaeth gan godi proffil a lefel yr ymwybyddiaeth o'r gwasanaeth o fewn yr awdurdod lleol ac yn allanol ymhlith dinasyddion Ceredigion a chymunedau cyfagos. - Arwain datblygiad a gweithrediad cynlluniau gwerthu a marchnata misol ar gyfer y gwasanaeth; - Monitro gweithgareddau darparwyr eraill a nodi arfer gorau a gwneud argymhellion ar gyfer gwelliant parhaus. Cyffredinol - Cyfrannu tuag at ddarpariaeth profiad cwsmer rhagorol ar draws y Gwasanaeth Canolfannau Lles. - Cyfrannu tuag at ddatblygiad amgylchedd gwaith cadarnhaol; - Ymgymryd yn foddhaol â hyfforddiant a datblygiad y gallai'r Gwasanaeth Canolfannau Lles ystyried ei fod yn briodol i ofynion parhaus y swydd; - Bod yn hyblyg wrth ymgymryd â thasgau.	
Cyfeirnod at Ddibenion Gwerthuso Swyddi	JD1451

Manyleb Person

Gofynnol		
Cymwysterau Academaidd / Proffesiynol / Technegol / Galwedigaethol	TGAU Gradd C neu'n uwch gan gynnwys Mathemateg a Saesneg neu o leiaf 2 flynedd o brofiad mewn maes perthnasol.	
Sgiliau Ieithyddol Cymraeg	Gwrando/Siarad: Lefel 4 Darllen: Lefel 3 Ysgrifennu: Lefel 3	Rhaid cwrdd a'r sgiliau ieithyddol Cymraeg a nodwyd o fewn 2 flynedd
Sgiliau Ieithyddol Saesneg	Gwrando/Siarad: Lefel 4 Darllen: Lefel 3 Ysgrifennu: Lefel 3	Rhaid cwrdd a'r sgiliau ieithyddol Saesneg a nodwyd ar apwyntiad
Sgiliau Ymarferol / Personol	• Cael eich ysgogi gan dargedau ac yn benderfynol iawn o lwyddo; • Canolbwyntio ar y cwsmer ac yn gallu delio'n uniongyrchol ac yn effeithlon â chwsmeriaid a'u hanghenion er mwyn darparu gwasanaeth cwsmeriaid rhagorol; • Parodrwydd i gefnogi cydweithwyr a chymryd rhan fel aelod o'r tîm; • Gwybodaeth weithredol dda o gronfeydd data, taenlenni a phecynnau prosesu geiriau; • Gallu cyfathrebu'n effeithiol ar bob lefel, gan gynnwys cwsmeriaid, cydweithwyr ac uwch reolwyr; • Sgiliau trefnu a rheoli amser rhagorol gyda'r gallu i weithio o fewn terfynau amser llym gan sicrhau cywirdeb; • Gallu i gyfrannu at fentrau corfforaethol a gweithio tuag at nodau corfforaethol; • Profiad blaenorol o hyrwyddo rhaglenni ar Facebook, Twitter ac Instagram; Sgiliau dylanwadu a rhyngbersonol da.	
Profiad Hanfodol	Profiad blaenorol mewn rôl gwerthu, marchnata neu gyswllt cwsmeriaid	
Hyfforddiant/addysg y mae'n ofynnol eu cyflawni/mynd ati i'w cyflawni ar gyfer y swydd	System Rheoli Hamdden Canolfannau Lles	

Dymunol	
Cymwysterau / Hyfforddiant	• BTEC, Lefel A, ONC, OND, NVQ3 mewn pwnc perthnasol Cymhwyster Gwerthu neu Farchnata
Sgiliau Ymarferol / Personol	• Dealltwriaeth dda o feddalwedd rheoli aelodaeth a chwilota; • Profiad o ddefnyddio rhaglenni gan gynnwys 'Hootsuite', Canva, ac ati. • Gwybodaeth am dueddiadau cyfredol o fewn y diwydiant ffitrwydd; • Gwybodaeth am ddebyd uniongyrchol, rheoli credyd a gweithdrefnau cysylltiedig; • Sgiliau cyfathrebu Cymraeg a Saesneg da; Dealltwriaeth dda o drefniadaeth, polisïau a phrosesau'r Cyngor.

Job Description

Post Name	Support Assistant – Marketing & Memberships
Service	Porth Cymorth Cynnar
Grade	Grade 6
Spinal Point/s	7 - 10
Salary	£25,584 - £26,835 per annum
4Job Purpose	- To maximise income through proactive sale of memberships and by enhancing member retention to meet financial and user targets; - To ensure the consistent use of the service's Leisure Management System at all its facilities and maximise its use as a sales tool; - To develop and implement a co-ordinated marketing and social media presence for the Wellbeing Centres Service; - To promote the activities and initiatives delivered by the service raising the profile and awareness levels of the service both within the local authority and externally amongst the citizens of Ceredigion and neighbouring communities.
Location	Canolfan Rheidol
Hours of Work	37hrs a week
Type of Contract	Full-time
Contract Duration	Permanent
Line Managers Job Title	Team Manager Wellbeing Hubs (Mid & South) / (North) (To be confirmed upon appointment)
Supervisory/Managerial Responsibilities	None
Accountability	
Contractual Terms Associated with the Post	Social Media content of the service; Operation of the Leisure Management System (Legend) May be required to work evenings and weekends on occasions. Safeguarding and child protection are key priorities for us. We aim to support vulnerable children and young people to ensure they are as safe as they can possibly be. We and our educational establishments acknowledge that children and young people have a right to protection and will take action to safeguard their welfare. Each member of staff and volunteer is expected to share this commitment, and we will require an Enhanced Check by the Disclosure and Barring Service (DBS), formerly CRB.

Duties and Responsibilities

Memberships/Sales

- Deliver a planned programme of sales and lead generation activities, including but not limited to new sales, lapsed members, renewals, referrals, corporate and outreach activities;
- Utilise available sales tools, including but not limited to telesales, text messaging, email, referral tools, marketing materials and CRM platforms;
- Maintain a programme of after-sales contacts with members to promote referrals, renewals, retention and excellence in customer service.

Administration

- Ensure that membership sales are processed correctly through our membership management system and that membership agreements are completed fully and accurately;
- Ensure all member and prospect information is captured accurately and processed, stored and managed in line with council policy and legislation;
- To co-ordinate the service's response to enquiries received via CLIC or directly through social media channels;
- Ensure that information about weekly membership sales are passed in an efficient and timely manner.

Supervisory, Training & Development

- Assist in ensuring that an effective and efficient memberships sales and enquiry handling service is provided at all times within every facility;
- Assist in developing the selling skills of staff as appropriate;
- Assist in ensuring that staff are trained on systems and processes to effectively perform their duties;
- Attend team meetings as required and make a positive contribution to the ongoing development of the Wellbeing Centre Service.

Marketing

- To develop and implement a co-ordinated marketing and social media presence for the Wellbeing Centres Service;
- To promote the activities and initiatives delivered by the service raising the profile and awareness levels of the service both within the local authority and externally amongst the citizens of Ceredigion and neighbouring communities;
- Lead on the development and implementation of monthly sales and marketing plans for the service;
- Monitor the activities of other providers and identify best practice and make recommendations for continuous improvement.

General

- Contribute towards the provision of an excellent customer experience throughout the Wellbeing Centre Service;
- Contribute towards the development of a positive working environment;
- Satisfactorily undertake such training and development as the Wellbeing Centres Service might feel is appropriate to the ongoing requirements of the position;
- Have a flexible approach to tasks.

Job Evaluation Post Ref

JD1451

Person Specification

Essential		
Academic / Professional / Technical / Vocational Qualifications	GCSE at Grade C or above to include Maths and English or a minimum of 2 years experience in a relevant field.	
Welsh Linguistic Skills	Listening/Speaking: Level 4 Reading: Level 3 Writing: Level 3	The Welsh linguistic skills noted are required within 2 years
English Linguistic Skills	Listening/Speaking: Level 4 Reading: Level 3 Writing: Level 3	The English linguistic skills noted are required on appointment
Practical and personal skills	• Target driven with strong determination to succeed; • Customer focused and able to deal directly and efficiently with customers and their needs in order to provide excellent customer service; • Willingness to support colleagues and participate as a member of the team; • Good working knowledge of databases, spreadsheets and word processing packages; • Ability to communicate effectively at all levels, including customers, colleagues and senior managers; • Exceptional organisational and time management skills with the ability to meet strict deadlines whilst maintaining accuracy; • Ability to contribute to corporate initiatives and work to corporate goals; • Previous experience of promoting programmes on Facebook, Twitter and Instagram; • Strong influencing and interpersonal skills.	
Required Experience	Previous experience in a sales, marketing or customer relationship role	
Training/education required to be undertaken for the post/worked towards	Wellbeing Centres Leisure Management System	

Desirable	
Qualifications / Training	• BTEC, A Level, ONC, OND, NVQ3 in a relevant subject • Sales or Marketing Qualification
Practical / Personal Skills	• Good working knowledge of membership management and prospecting software; • Experience of using programmes including 'Hootsuite', Canva, etc. • Knowledge of current trends within the fitness industry; • Knowledge of direct debit, credit control and associated procedures; • Good communication skills in Both English and Welsh; • A good understanding of the Council's organisation, policies and processes.