

# Athlete Recruiter

**Reports To:** Director of Recruiting

**Job Responsibilities:** The Athlete Recruiter is responsible for generating new athlete enrollment to meet and exceed the monthly goals of the center. In addition, the Athlete Recruiter will proactively generate athlete interest (leads) by establishing and implementing in-center marketing and promotion programs.

**Most Important Monthly Contributions:** Generate new athlete enrollment to meet and exceed monthly goals of the center.

## **Objectives:**

### 1. Field Inquiries:

- Field and qualify inbound telephone calls from prospective athletes
- Call list updated daily (1 -3 hours on the phone), with documentation of 100% of calls
- Meet objectives of inquiry calls
- Greet all walk-in prospects with same athlete recruitment procedures
- Walk-in list updated daily with documentation of 100% of walk-ins and client tracking form completed
- Attend to all online inquiries
- Internet inquiry list updated daily with documentation of 100% of internet inquiries and client tracking form completed

### 2. Generate Leads and Tours:

- Contact existing clients and seek new opportunities within the athletic market
- Conduct follow-up calls to prospects; make athlete succession calls (with Coach/SPD)
- Perform 15 facility tours a month and make 15- 20 presentations to prospective new clients

- Communicates to the coaches regarding site-tour appointments
  - Attain appointments during the week, 15 - 20 monthly
3. Increase Renewals and Referrals:
- Organize renewal programs that continually solicit referrals from existing clients (50% of total leads from referrals)
  - Track referrals and follow-up
  - Encourage renewals for 100% of clients nearing expiration, reaching an average of 3 - 5 renewals per month
  - Track all referral payouts.
4. Assist with Scheduling & Tracking:
- Maintain a current and accurate weekly and daily schedule of dates, times, and athlete names
  - Notify coaching staff of absentees or changes
  - Reschedule 100% of old leads
  - Confirm all appointments within the next 48 hours
- Effectively utilize sales tracking system as seen through prompt and orderly reports & analyses, as well as quick response and follow-up to clients