



JOB DESCRIPTION

Job Title	Customer Engagement Lead
Job Family	Strategy & Corporate Services
Reporting To	Head of Operations
Accountable For	None
Contract	Full-time, permanent (40 hours per week)
Salary	£34,000 plus essential car user allowance
Main Contacts	Head of Contracts and Compliance, Marketing & Communications Team, Centre Managers, Duty Managers, Sales Managers, Finance Business Partner
Location	MyActive Leek (opening 2026) with travel required to other MyActive sites, community venues and some hybrid/agile working
Car Driver	Yes
Essential User	Yes

PURPOSE OF ROLE

As Customer Engagement Lead you will be responsible for developing and driving forwards our approach to engagement, onboarding, retention and customer experience across MyActive facilities and services in High Peak and Staffordshire Moorlands.

In this newly created role, you will lead by example, embracing our core values and will work collaboratively with colleagues to design and embed approaches to reach new audiences and ensure existing customers receive a truly outstanding experience.

You will establish and lead our Customer Engagement Leadership Group, building relationships with colleagues across MyActive to manage key work streams, generate new approaches and help ensure coordination of related activities across the company. You will



evolve your leadership skills, the art of collaboration, and be part of hub for innovation which will drive us forwards.

KEY RESPONSIBILITIES

Customer Engagement

- Work with the Head of Operations to develop and implement effective customer engagement strategies which help grow our customer base, engage with new markets and ensure customers' voices are heard and are at the heart of everything we do.
- Use relevant data and insight to inform strategies for engagement, resource allocation, service improvements and drive innovation.
- Create and manage tools to monitor customer satisfaction and develop actions for continuous improvement.

Customer Experience & Success

- Design and implement effective systems and processes to create an outstanding journey for anyone who uses MyActive facilities and services.
- Develop our onboarding programme to ensure processes are slick, touch points meaningful and colleagues feel equipped and supported to give an excellent customer experience.
- Work closely with our Marketing and Communications team to align internal and external marcomms activity which gathers feedback, enhances the customer experience and demonstrates the impact of our services.
- Develop and coordinate training and learning opportunities for colleagues that help provide positive customer experience and success.
- Use data, insight, performance metrics and feedback to influence and improve our approach in all areas of the business.

Sales and Retention

- Review and develop our membership offering to ensure it meets the needs of the communities we serve, including demographic groups that we may not traditionally engage with effectively.
- Develop and implement a proactive approach to lead generation and conversion that is aligned to our organisational purpose, tone of voice and marcomms activity.
- Develop and translate sales targets into actionable site-level plans with the involvement of colleagues, and then support their effective delivery.

MyActive is a trading name of ALL
Company number 15601201

**Alliance
Leisure Ltd.**
on behalf of High Peak Borough Council
& Staffordshire Moorlands District Council



- Develop and implement effective processes that enable centres to analyse and report on key metrics (e.g. leads, tours, sales, attrition) and be used to adapt activity based on performance trends.
- Develop effective and embedded retention strategies and processes that reduce attrition.

Leadership, Support and Enablement

- To lead by example, representing the designated business area, providing direction, decision making and effective support, contributing to an inclusive workplace culture.
- To communicate the Business Plan to all staff and ensure that it is understood in the context of the My Active strategic direction and any other key initiatives
- To manage a delegated budget, ensuring that the MyActive Financial Procedures are followed for the management of all assets (including people).
- Encourage collaboration, creating spaces where colleagues can come together, learn, share ideas, and positively challenge in order to improve personal and business performance.
- Develop the sales capability of colleagues across all sites through training, coaching, and shadowing.
- Oversee the development and ongoing use of structured sales tools (scripts, prompts, guidance, technology) and support colleagues to embed these practices locally to support the member journey.
- Give regular, constructive feedback on sales performance and promote a confident, motivated culture around selling with colleagues.

General

- Be an ambassador for MyActive and maintain a professional approach at all times
- At all times act in accordance with MyActive Safeguarding Children and Adults at Risk policies and procedures
- To build the MyActive Code of Conduct and values into every-day work and activities on a personal, team and organisational level, regularly referencing Our Code of Conduct to inform and inspire
- To be team player, supporting others where you can, and actively participating in team meetings, events and the induction and training of new team members.
- Create and maintain good working relationships with all MyActive colleagues.
- To promote and support diversion and inclusion in all activities.



- To be aware of and act in accordance with the MyActive environmental sustainability plans and approach at all times.
- To be aware of and act in accordance with MyActive policies and procedures at all times.
- Ensure that appropriate standards of Health and Safety provision are in place and implemented to ensure the safety of staff, visitors and the general public.

Context

This role reports into the MyActive Senior Leadership Team and will work across MyActive. You will be responsible for fostering a positive workplace culture and for developing and promoting MyActive's aim of improving health and wellbeing outcomes for our residents.

The post holder will be required to drive forward engagement with current and prospective customers, nurture effective partnerships that promote and market MyActive as a brand of choice locally, emphasising the value of sport, physical activity and movement, together with contributing to our business plan and social outcomes.

The nature of the work undertaken by this post holder means that some out-of-office working is required.

About Us

MyActive is a health and wellbeing company that manages local leisure facilities and services on behalf of Staffordshire Moorlands District Council and High Peak Borough Council.

Our centres, Biddulph, Buxton, Cheadle, Glossop, Glossop Swim, Leek, and New Mills come together under one brand to support our communities to move more, feel better, and live healthier lives.

The above is not exhaustive, and the post holder may at any time be asked to undertake any other duties reasonably required. To undertake this role the post holder will be required to hold a basic disclosure from the Disclosure and Barring Service. Where a valid DBS is not currently held ALL will undertake this check before an individual commences in post.