



Wangaratta Sports and Aquatic Centre

Join us and help build the Premier Sports and Events Precinct in regional Victoria.

The Centre

Wangaratta Sports and Aquatic Centre has a proud history of serving the local community and looks today very different to when the original Basketball Stadium was opened in 1974. Squash courts were added in 1987, aerobics studios in 1992 and a major redevelopment and addition of indoor pools opening in 2002. Like the Wangaratta community itself, the centre has grown and changed with the times. We are now ready to start our stadium expansion adding an additional 2 basketball courts, upgrading our show court and extending the gym space.

We are looking for people with positive and dynamic mindsets to join us and drive this exciting new chapter for the benefit of the local community.

Employment

This position is available with the Rural City of Wangaratta based with the Wangaratta Sports and Aquatics Centre team.

POSITION DESCRIPTION

Position Title	Customer Experience Team Leader
Position Code	7016
Business Unit	Wangaratta Sports & Aquatic Centre
Work Group	Wangaratta Sports and Aquatic Centre
Required hours	This role is expected to work over the facility operating hours to support the centre programs.
Position Classification	Band 6
Effective Date	July 2021



Our Vision

The Rural City of Wangaratta prides itself on being a community that is connected, sustainable and contemporary. We provide our community with diverse opportunities to participate in the arts, sport and recreation, and in cultural events and programs to bring them together to connect and celebrate the great place in which we live. In this context we have a vision to build the best sports, aquatics and events precinct in regional Victoria – bringing significant social, recreational, health and economic benefits to our community. Our staff enjoy the regional lifestyle and the benefits of a community situated within a gourmet food and wine region, with a wide range of outdoor adventure activities, and serviced by excellent education and health facilities. We live in a place where good things grow.

Our Values

Our staff are our greatest asset. Our success comes from the everyday demonstration of our values, being:

- **Trust**, to have confidence in the character and competence of our work colleagues.
- **Respect**, to acknowledge all people as individuals with inherent worth and value.
- **Openness**, where we are frank, honest and accountable in our dealings.
- **Fairness**, so we treat colleagues and customers fairly and consistently.
- **Excellence**, to contribute to outstanding services, systems and relationships.
- **Enjoyment**, so we obtain personal satisfaction from our work and display our enjoyment in the workplace.

1. Position Objectives

- To work consistently to our vision of developing the Premier regional Sports & Events Precinct in Victoria.
- To lead, coach and manage the Customer Experience Team & Café attendants to ensure excellent customer experience and satisfaction.
- To facilitate a smooth line of communication between the different elements of the business and the front line team
- To grow participation in all Wangaratta Sports and Aquatic Centre's (WSAC) programs & facilities, through effective sales techniques and training of frontline staff.
- To grow revenue through our merchandise and café businesses, ensuring efficient management of processes and ordering.
- As a member of the Leadership Team, responsible for contributing to the overall strategic and operational performance of WSAC.



2. Working Relationships

Reports to	Customer Experience and Participation Coordinator
Supervises	Customer Experience Officers & Café Attendants
Internal liaisons	Learn to Swim Team Leader, Membership Officer, Marketing Officer, Health Programming Coordinator, Bookings Administration Officer

3. Key Responsibilities

Customer Experience

- Lead the Customer Experience and Cafe department, and develop a culture of Trust, Respect, Openness, Fairness, Excellence and Enjoyment for all staff.
- Supervise and co-ordinate the entire front of house team ensuring members and guests receive a warm welcome and that service runs smoothly.
- Recruit and train Customer Experience Officers and café attendants.
- Set and maintain a shift schedule to meet Centre business levels and budget.
- Oversee day-to-day operations in the frontline team (Customer Experience Officers & Café attendants).
- Ensure customer satisfaction by quickly fixing any issues and providing an opportunity for the frontline team to participate in the feedback and process improvement.
- Facilitate quick and efficient communication between frontline staff and the other departments at WSAC.
- In conjunction with the Customer Experience & Participation Coordinator develop and promote systems and procedures relevant to the Customer Experience and Café operation that provide the team with guidance and support to deliver excellent customer service and satisfaction.
- In conjunction with the Membership Officer support all sales activities, lead generation and KPI development to ensure a steady and continuous growth for WSAC.
- Deliver operational support to marketing campaigns, working in collaboration with the Marketing Officer and the Customer Experience and Participation Coordinator.

Café & Merchandise

- Drive sales in both areas through appropriate visual merchandising, promotion and flexible stock management and inventory to adapt to changing customer needs.
- Ensure processes are in place for timely ordering, invoicing and payment of all accounts associated with Customer Experience, Café and Merchandise.
- Ensure all café and merchandise operations meet all OH&S requirements, inspections and/or audits and are safe working places for our staff.
- Take corrective action as needed to manage budgets, wastage and customer needs.



Financial / Administration

- Contribute to the annual budget for Customer Experience and Cafe departments in consultation with the Customer Experience and Participation Coordinator & Precinct Manager.
- Complete all end of day and end of month reconciliation & banking.
- To prepare progress reports as requested on key performance indicators for the area.
- To ensure administrative processes for the department are completed to time and budget, such as payroll, invoicing, banking and stock ordering and reconciliation.

4. Core Physical Requirements

- Capacity to lift items unspecified in weight within individual limits.
- Capacity to undertake office based activities including sitting at a desk and using a computer for extended periods.
- Capacity to walk up and down stairs frequently.
- Capacity to meet the requirements of the Pool Lifeguarding certification.

5. Accountability and Extent of Authority

- Providing operational leadership to the WSAC staff team.
- Directly supervising the Customer Experience and Cafe team, accountable for the teamwork plans & ensuring a safe work environment.
- Responsible for providing specialist knowledge and guidance on sales techniques, visual merchandising and customer experience.
- Accountable for overseeing all elements of the customer experience related to the reception and café areas.
- Ensuring the delivery of high-quality services to users in accordance with Council policy and guidelines and within budgetary constraints.
- Providing accurate, up to date specialist advice to management, staff and service users.

The position has the authority and freedom to act within established operational, policy and budgetary guidelines and the provisions of relevant Acts, regulations and codes. The incumbent is responsible for keeping their Coordinator fully briefed on significant issues of strategic and operational importance.



6. Judgement and Decision Making

The following outlines the extent of judgement and decision making required:

- In consultation with the Customer Experience & Participation Coordinator, the incumbent is required to make decisions relating to the management of the Customer Experience & Cafe team including matters relating to staff, service delivery, policy development and continuous improvement.
- Solve problems in line with procedures and guidelines, through application of experience and professional knowledge and exercising discretion, initiative and creativity.
- Review and develop policies and procedures and implement quality control measures.
- Authority to make decisions on all routine matters relating to the position. Issues of a politically sensitive nature must be referred to Coordinator and Precinct Manager.

Position may involve improving and/or developing methods and techniques from previous experience, guidance and advice may be available within the time available to make a choice.

7. Knowledge and Skills

7.1 Specialist Skills and Knowledge

- Strong experience and detailed knowledge of sales techniques and training for membership-based business.
- Demonstrated experience in managing and improving Point of Sale systems to achieve strong business outcomes.
- Demonstrated experience in leading sales teams successfully through marketing campaigns to achieve KPI's.
- Ability to assess situations and identify opportunities for improvement.
- Understanding of effective café sales, inventory/stock management and display techniques.

7.2 Management Skills

- Ability to lead, supervise and develop staff team in a continuous improvement environment.
- Manage, supervise and support staff in relation to the operation of the café and customer experience areas with the goal of delivering exceptional experiences for our customers.
- Ability to manage available resources to achieve service delivery to clients within budget (e.g.: staff rostering and ordering).
- Ability to manage changes that affect staff and those that affect service delivery to clients.



- Ensure staff undertake their responsibilities in accordance with applicable policies, procedures, and safety practices. In collaboration with the Customer Experience & Participation Coordinator, identify and ensure the delivery of appropriate training to support this.
- Excellent organisational and time management skills.
- Ability to plan, oversee and manage multiple small-scale projects, especially related to marketing initiatives or process improvements.

7.3 Interpersonal Skills

- Proven ability to work in a team environment and promote a positive work environment.
- Demonstrated ability to communicate effectively and consistently with direct reports and build a culture of open communication.
- Demonstrated ability to assess situations and events and identify opportunities for improvement.
- Strong verbal and written communication skills.
- Ability to prepare non-standard reports, training plans and other documents or correspondence as required.
- Ability to respond to all customer complaints, de-escalate situations and provide timely resolution to issues that arise.

8. Qualifications and Experience

- Diploma in sports, leisure, recreation or hospitality management or other relevant discipline.
- Proven experience with managing and leading customer focussed teams
- Experience in retail, café and/or comparable kiosk services.
- Experience in leading, establishing and promoting positive team culture, strong values and ensuring all employees feel appreciated for their contributions.
- Previous experience in leisure and fitness industry.

Minimum qualifications:

- **HLTAID003** Provide first aid
- **HLTAID001** Provide cardiopulmonary resuscitation
- Working with Children Check
Must maintain a satisfactory Police

Check Desirable Qualifications:

- **SITHFAB005** Prepare and serve espresso coffee or comparable experience.
- **SISSS00111** Pool Lifeguard (able to be obtained with support upon employment)
- **SITXFSA001** - Use Hygienic Practices for Food Safety (able to be obtained with support upon employment)
- **SITXFSA002** - Participate in Safe Food handling Practices (Food Safety Supervisor Certificate) (able to be obtained with support upon employment)



9. Key Selection Criteria

- Diploma in sports, leisure, recreation or hospitality management or other relevant discipline.
- An understanding of front of house operations including successful sales, lead generation and overcoming sales objections techniques.
- A strong understanding and involvement with administration and process, including ordering, stock management, invoicing and point of sale systems including staff training in these systems.
- Ability to monitor budgets, rosters, orders and deliver successful business outcomes.
- Ability to develop strong sustainable relationships with staff and members of the public.
- Ability to be an effective leader & coach of staff and collaborate with others across the WSAC team.

Authorised by: Director – Community Wellbeing

Date:

Employee's Signature:

Date:
