



POSITION DESCRIPTION

Position Title	Customer Experience Team Leader
Position Code	7016
Directorate	Corporate & Leisure
Work Group	Wangaratta Sports & Aquatic Centre
Position Classification	WSAC Band 6
Effective Date	July 2022

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. 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

- 1.1** To work consistently to our vision of developing the Premier regional Sports & Events Precinct in Victoria.
- 1.2** To grow participation in all Wangaratta Sports and Aquatic Centre's (WSAC) programs & facilities, through effective sales techniques and training of frontline staff.
- 1.3** To grow revenue through our merchandise and café businesses, ensuring efficient management of processes and ordering.
- 1.4** To lead, coach and manage the Customer experience Team & Café attendants to ensure consistent positive customer experience and efficient administration of WSAC.



1.5 As a member of the Leadership Team, responsible for contributing to the overall strategic and operational performance of WSAC.

2. Working Relationships

Reports to	Business Engagement Coordinator
Supervises	Customer Experience Officers Café Attendants Gym Coach

3. Key Responsibilities

3.1.1 Lead the Customer Experience and Cafe department, and develop a culture of Trust, Respect, Openness, Fairness, Excellence and Enjoyment for all staff.

3.2 Customer Experience

3.2.1 Development, planning and implementation of all systems and strategies for ensuring outstanding customer experience through our reception and café areas, in consultation with the Customer Experience and Participation Coordinator.

3.2.2 Support for the operational feedback & Net Promoter systems, including championing continuous improvement initiatives arising from these programs.

3.2.3 Oversee all sales activities, lead generation, KPI development and follow up, recruitment of new members and the training to direct service staff to support increased participation in all programs.

3.2.4 Oversee all banking and end of day procedures as per council policy, ensuring full compliance.

3.2.5 Delivering operational support to marketing campaigns, working in collaboration with our Marketing Officer and the Customer Experience and Participation Coordinator.

3.2.6 Consult with staff regularly to arrive at the best and most efficient outcomes for our service

3.2.7 Provide a central point of complaint escalation and resolution for the café and customer experience departments.

3.3 Café & Merchandise

3.3.1 Drive sales in both areas through appropriate visual merchandising, promotion and flexible stock management and inventory to adapt to changing customer needs.



3.3.2 Ensure process are in place for timely ordering, invoicing and payment of all accounts associated with Customer Experience, Café and Merchandise.

3.3.3 Ensure all café and merchandise operations meet all OH&S requirements, inspections and/or audits and are safe working places for our staff.

3.3.4 Take corrective action as needed to manage budgets, wastage and customer needs.

3.4 Financial / Administration

3.4.1 Contribute to the annual budget for Customer Experience and cafe departments in consultation with the Customer Experience and Participation Coordinator & Precinct Manager.

3.4.2 Complete all end of day and end of month reconciliation & banking.

3.4.3 To prepare progress reports as requested on key performance indicators for the area.

3.4.4 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

4.1 Capacity to lift items unspecified in weight within individual limits.

4.2 Capacity to undertake office-based activities including sitting at a desk and using a computer for extended periods.

4.3 Capacity to walk up and down stairs frequently.

4.4 Capacity to meet the requirements of the Pool Lifeguarding certification.

5. Accountability and Extent of Authority

5.1 Providing operational leadership to the WSAC staff team.

5.2 Directly supervising the Customer experience and cafe team, accountable for the teamwork plans & ensuring a safe work environment.

5.3 Responsible for providing specialist knowledge and guidance on sales techniques, visual merchandising and customer experience.



- 5.4** Accountable for overseeing all elements of the customer experience related to the reception and café areas.
- 5.5** Ensuring the delivery of high-quality services to users in accordance with Council policy and guidelines and within budgetary constraints.
- 5.6** 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:

- 6.1** 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.
- 6.2** Solve problems in line with procedures and guidelines, through application of experience and professional knowledge and exercising discretion, initiative and creativity.
- 6.3** 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

- 7.1.1** Strong experience and detailed knowledge of sales techniques and training for membership-based business.



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

7.2 Management Skills

- 7.2.1** Ability to lead, supervise and develop staff team in a continuous improvement environment.
- 7.2.2** 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.
- 7.2.3** Ability to manage available resources to achieve service delivery to clients within budget (eg: staff rostering and ordering).
- 7.2.4** Ability to manage changes that affect staff and those that affect service delivery to clients.
- 7.2.5** 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.
- 7.2.6** Excellent organisational and time management skills.
- 7.2.7** Ability to plan, oversee and manage multiple small-scale projects, especially related to marketing initiatives or process improvements.

7.3 Interpersonal Skills

- 7.3.1** Proven ability to work in a team environment and promote a positive work environment.
- 7.3.2** Demonstrated ability to communicate effectively and consistently with direct reports and build a culture of open communication.



- 7.3.3** Demonstrated ability to assess situations and events and identify opportunities for improvement.
- 7.3.4** Strong verbal and written communication skills.
- 7.3.5** Ability to prepare non-standard reports, training plans and other documents or correspondence as required.
- 7.3.6** Ability to respond to all customer complaints, de-escalate situations and provide timely resolution to issues that arise.

8. Qualifications and Experience

- 8.1** Proven experience with membership services and sales.
- 8.2** Experience in retail, café and/or comparable kiosk services.
- 8.3** Experience in leading, establishing and promoting positive team culture, strong values and ensuring all employees feel appreciated for their contributions.
- 8.4**
- 8.5** Previous experience in leisure and fitness industry.

Minimum qualifications:

- **HLTAID003** Provide first aid
- **HLTAID001** Provide cardiopulmonary resuscitation
- **SISSS00111** Pool Lifeguard (able to be obtained with support upon employment)
- **SITXFSA001** - Use Hygienic Practices for Food Safety
- **SITXFSA002** - Participate in Safe Food handling Practices (Food Safety Supervisor Certificate)
- Working with Children Check
- Must willing to obtain and maintain a satisfactory Police Check

Desirable Qualifications:

- Diploma in sports, leisure or recreation management or other relevant discipline.
- **SITHFAB005** Prepare and serve espresso coffee or comparable experience.

9. Key Selection Criteria

- 9.1** Diploma in sports, leisure or recreation management or other relevant discipline.



- 9.2** SITHFAB005 Prepare and serve espresso coffee or comparable experience.
- 9.3** An understanding of front of house operations in a leisure setting, including successful sales, lead generation and overcoming sales objections techniques.
- 9.4** 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
- 9.5** Ability to monitor budgets, rosters, orders and delivering successful business outcomes.
- 9.6** Ability to develop strong sustainable relationships with staff and members of the public.
- 9.7** Ability to be an effective leader & coach of staff and collaborate with others across the WSAC team.

Authorised by Director – Corporate & Leisure

Date:

Employee Signature:

Date:



Rural City of
Wangaratta