



POSITION DESCRIPTION

Position Title	Customer Experience Officer
Position Code	7023
Directorate	Corporate & Leisure
Work Group	Wangaratta Sports & Aquatics Centre
Position Classification	Band 3
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 Ensure all customers who interact with our facility (in person or digitally) are welcomed, accommodated and their needs met quickly through excellence in communications, problem resolution and service delivery.



1.3 To ensure departmental sales targets are met, and our customer journey processes are implemented to a high standard.

1.4 Support teamwork practices for staff in the WSAC team.

1.5 Provide an efficient & accurate cash receipting service within established guidelines and procedures.

2. Working Relationships

Reports to	Customer Experience Team Leader
Supervises	N/A

3. Key Responsibilities

3.1 To put our customers at the core of everything we do to establish a strong brand for WSAC through delivery of exceptional service.

3.2 To drive sales through conducting needs analysis, touring, and overcoming objections to ensure that our customers have the right solution for them.

3.3 Have extensive knowledge of all customers facing elements of WSAC, to enable accurate information and guidance to customers.

3.4 Following up & resolving all customer requests through appropriate methods and programs.

3.5 Core responsibility for the operational function of the point-of-sale system (Perfect Gym) including initiating and monitoring all transactions, follow up calls and email responses needed on shift.

3.6 Perform tasks related to incoming calls, counter enquiries, sales and kiosk duties on all WSAC services. Kiosk duties generally extend to making coffee and serving pre-packaged food & drink.

3.7 Conduct transactions and end of day processes in accordance with established procedures.

3.8 Assist with daily reports and other reporting as required.

3.9 Act as an Area warden and communications officer in times of emergency and/or evacuation.



3.10 Contribute to the cleanliness, maintenance & stocking of the entrance ensuring a warm, friendly environment, with up-to-date information available.

3.11 To monitor and ensure staff and patron safety through public access control.

3.12 Attend all staff meetings and training sessions as required.

3.13 Complete all duties on the Customer Experience Officer checklist.

3.14 Other duties as reasonably required.

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 standing at a desk and using a computer for extended periods.

4.3 Capacity to walk up and down stairs frequently.

5. Accountability and Extent of Authority

5.1 Accountable to the Customer Experience Team Leader.

5.2 Accountable for the provision of an efficient, inclusive, friendly and helpful service to all customers.

5.3 Accountable for the provision of accurate and timely information to members of the public and other Council Officers on enquiries.

5.4 Authorised to validate and sign Council permits, applications and enrolments within delegated authority of the position, legislative requirements and established guidelines.

6. Judgement and Decision Making

6.1 To make appropriate decisions and evaluate alternatives within documented procedures.

6.2 Ability to make clear decisions pertaining to tasks to be completed.



6.3 Sound knowledge of a wide variety of WSAC operations, with this knowledge used to assist in the development of policies and procedures to ensure customer expectations are met quickly.

6.4 Guidance and advice will always be available within the time required to make a decision or choice.

6.5 Ability to exercise independent judgement within the parameters of the role.

7. Knowledge and Skills

7.1 Specialist Skills and Knowledge

- 7.1.1** Understanding of sales processes and practices and their application to leisure centres.
- 7.1.2** Strong conflict resolution skills and emotional intelligence to deal with sensitive enquiries.
- 7.1.3** Working knowledge of relevant legislation, regulations and guidelines.

7.2 Management Skills

- 7.2.1** Demonstrated capacity to contribute to and support continuous improvement initiatives.
- 7.2.2** Ability to plan and organize own workload to achieve shift tasks within set timeframes.
- 7.2.3** An ability to record and maintain accurate information and records.

7.3 Interpersonal Skills

- 7.3.1** Well-developed written and verbal communication skills.
- 7.3.2** Able to work cooperatively and collaboratively to meet and deliver exceptional customer outcomes.



7.3.3 Understanding of the Rural City of Wangaratta's Community Promise and a commitment to embody the values of our organisation.

7.3.4 Able to deal with difficult situations, resolve problems and negotiate successful outcomes.

7.3.5 Ability to gain cooperation and assistance from internal and external customers.

8. Qualifications and Experience

8.1 Experience in a fast-paced customer service environment with competing priorities.

8.2 Experience in conflict resolution, account enquires and proficiency with computers.

8.3 Experience in sales, touring and ability to relate to people of diverse backgrounds.

Minimum qualifications

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

Desirable qualifications

- Professional development in the areas of: Conflict resolution, Privacy Act and/or Emergency management
- SISSS00111 Pool Lifeguard

9. Key Selection Criteria

9.1 Experience in a fast-paced customer service environment with competing priorities.

9.2 Experience in sales, touring and ability to relate to people of diverse backgrounds.

9.3 Well-developed conflict resolution skills and ability to remain calm with competing tasks & priorities.

9.4 Excellent computer skills and proficiency with digital forms, software and programs.



9.5A highly polished phone manner and skills in identifying customer needs quickly and actioning.

Authorised by: Director – Corporate & Leisure

Date:

Employee's Signature:

Date:



Rural City of
Wangaratta

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