

## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	Customer Experience Officer
<b>EMPLOYER:</b>	Aligned Leisure Pty Ltd
<b>LOCATION:</b>	Cardinia Life
<b>DEPARTMENT:</b>	Customer Experience
<b>REPORTS TO:</b>	Head of Customer Experience
<b>DIRECT REPORTS:</b>	NIL.
<b>TYPE OF EMPLOYMENT:</b>	Casual

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### COMPANY PROFILE

Aligned Leisure is a 100% owned subsidiary company of the Richmond Football Club, established as a vehicle to manage the operations of Richmond's health, fitness and leisure business activities.

Aligned Leisure will deliver best value to our partners by aligning our programs and services with important local Municipal Health & Wellbeing Plan's that highlight unique key community priorities. Our programs and services are not about us, they are about our partners and they will at all times be in total alignment with the needs of the specific community that we are servicing.

### POSITION PURPOSE:

Customer Experience Officers are our frontline staff who will deliver service quality that exceeds the expectations of our customers in every transaction they have with us. From their positions at the front desk of our facilities, Customer Experience Officers will be relentless in delivering outstanding service and building quality relationships with facility users.

This high level of service and relationship building will lead to improved revenues, through more members, more program participants and more repeat customers. Our Customer Experience Officers will have a thorough understanding of all programs that we run throughout the community and will help to match these programs and benefits to the unique needs of each of our customers.

**KEY RESPONSIBILITIES:**

**1. Support Member Retention & Acquisition Officers**

- Undertake outbound telemarketing to prospects as requested by the Member Acquisition Officer
- Capture all data at point of all program and service enquiries
- Identify “at risk” members and advise the Member Retention Officer
- Personal follow up of non-renewals as requested by the Member Retention Officer
- Personal follow up of membership questions or complaints where non-renewal may be likely

**2. Customer Service Desk responsibilities**

- Provide the frontline service for all facility programs and services.
- Proactively address all enquiries, ensuring that suitable outcomes are provided to each individual customer.
- Look for upsell and cross sell opportunities based on individual needs.
- All administrative duties that are required as part of a successful frontline function.
- Take tours as requested by customers.

**3. Outstanding service delivery to all customers and stakeholders**

- Aligned Leisure will be renowned for delivering outstanding service and providing memorable experiences for our customers. In your role, you will be relentless in identifying these opportunities and you will always ask yourself “How would I want a member of my family treated in this situation?”
- All Aligned Leisure staff will understand and deliver on our customer charter and service promise.

Customer Experience Officers may from time to time be required to undertake other tasks as directed by the Head of Customer Experience or the Member Acquisition or Retention Officers.

**KEY RELATIONSHIPS:**

- Customers & Members

**ESSENTIAL QUALIFICATIONS AND EXPERIENCE:**

1. Experience in delivering exceptional customer service
2. Current First Aid, Pool Lifeguard and CPR certificate

**PERSONAL ATTRIBUTES:**

1. Customer focussed
2. Enjoys selling
3. Understands/enjoys the Leisure Industry and motivated to serve Aligned Leisure.
4. Relentless in their approach to sale and service.

**PERSONALITY TRAITS:**

1. Friendly
2. Vibrant.
3. Relentless.

**APPROVED:**

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General Manager – Operations, Aligned Leisure

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