



Aligned Leisure

ABN 58 608 613 350 ACN 608 613 350
Swinburne Centre, Yarra Park, Richmond
PO Box 48 Richmond VIC 3121
alignedleisure.com.au

POSITION DESCRIPTION

POSITION TITLE:	Head of Customer Experience
EMPLOYER:	Aligned Leisure Pty Ltd
LOCATION:	Wodonga Sports and Leisure Centre
DEPARTMENT:	Customer Experience
REPORTS TO:	Albury Wodonga Leisure Manager
DIRECT REPORTS:	Customer Experience Team, including specialists in Acquisition and Retention
TYPE OF EMPLOYMENT:	Full Time
KEY RELATIONSHIPS:	Albury and Wodonga Council Communications Teams, media outlets, CRM provider, Richmond Football Club consumer and marketing teams.

ABOUT US:

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.

Our programs and services are not about us, they are about our partners and they will always be in total alignment with the needs of the specific community that we are servicing. We deliver best value to our partners by aligning our programs and services with local Municipal Health and Wellbeing Plans that highlight unique key community priorities.

POSITION PURPOSE:

The Head of Customer Experience will be the key revenue generator across the business. With oversight of the service, sales, marketing and communications functions, they will maximise revenues by providing the most relevant offers, through the most relevant channels at the most relevant time. These offers will be supported by a Customer Experience team and Duty Captains who deliver outstanding service and provide memorable experiences for our customers, whilst at the same time, generating and capitalising on all sales enquiries and leads.

These service standards will extend to assisting the Head of Aquatics to continuously improve service standards and systems across WAVES, Albury and Lavington Swim Centres.

This position will work relentlessly to implement the Aligned Leisure purpose of **CONNECTING TO THRIVE AND WIN**, values of **AWARE, DISCIPLINED, RELENTLESS** and **UNITED**, and associated behaviours throughout the entire team.

Aware + Disciplined
+ Relentless + United

KEY RESPONSIBILITIES:

1. Membership Growth

- Maximise membership numbers at Wodonga Sports and Leisure Centre.
- Maximise membership numbers at WAVES, Albury and Lavington Swim Centres.
- Implement a member centric culture where members feel valued and important.
- Oversee and implement a structured development, retention and acquisition strategy.
- Manage and train staff to generate leads, build rapport, overcome objections and close sales.
- Implement, oversee, and provide summary reports on membership campaigns.

2. Service Quality

- Oversight, management and constant improvement of service promise and customer charter.
- Delivery of customer experience training to all staff.
- Direct management of all customer experience staff at the Wodonga Sports and Leisure Centre.

3. Marketing & Communications

- Development and execution of annual marketing strategy and promotional calendar.
- Development and execution of local communications plan.
- Oversight and promotion of retail products.
- Collaboration with Richmond Football Club Marketing, Brand & Communications teams to develop content, strategy and communication plans.
- Oversight of annual research plan.

4. Member of the Albury Wodonga Leisure Facilities Leadership Team

- Role model the values of Aware, Disciplined, Relentless and United and associated behaviours at all times, instilling these values and behaviours throughout the organisation and ensuring that all new staff are hired with these values in mind.
- At all times act in the best interests of Aligned Leisure, Albury and Wodonga City Council's. If at any time a member of the leadership team believes that these priorities are not aligned, then the situation should be escalated to the Albury Wodonga Leisure Manager.

5. 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.

The Head of Customer Experience may from time to time be required to undertake other tasks as directed by the Albury Wodonga Leisure Manager. The Head of Customer Experience will also undertake regular Duty Captain and Customer Experience shifts.

**Aware + Disciplined
+ Relentless + United**



ESSENTIAL QUALIFICATIONS AND EXPERIENCE:

- Experience in managing a sales team
- Experience in delivering exceptional customer service
- Marketing and/or communications experience would be an advantage but not a necessity
- The position will be subject to relevant pre-employment checks and must maintain a current working with children check.
- The successful applicant must be willing to attain first aid, CPR and lifeguard qualifications.

PERSONAL ATTRIBUTES:

1. Customer focussed
2. Enjoys selling and developing staff to be able to sell
3. Understands/enjoys the leisure industry and motivated to serve Aligned Leisure.
4. Highly organised.
5. Relentless in their approach to sale and service.

APPROVED: SHANE DUNNE

Chief Executive Officer, Aligned Leisure

16 May 2018

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+ Relentless + United

