



## Aligned Leisure

ACN 608 613 350

Swinburne Centre, Yarra Park, Richmond

PO Box 48 Richmond VIC 3121

[alignedleisure.com.au](http://alignedleisure.com.au)

## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	Customer Experience Officer
<b>EMPLOYER:</b>	Aligned Leisure
<b>LOCATION:</b>	Mildura Aquatic Facilities
<b>DEPARTMENT:</b>	Customer Experience
<b>REPORTS TO:</b>	Head of Customer Experience
<b>DIRECT REPORTS:</b>	Nil
<b>TYPE OF EMPLOYMENT:</b>	Casual
<b>KEY RELATIONSHIPS:</b>	Members and guests visiting Mildura Aquatic Facilities

### 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:

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.

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. Support Member Acquisition and Retention 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.

## **ESSENTIAL QUALIFICATIONS AND EXPERIENCE:**

- Experience in delivering exceptional customer service.
- First Aid and CPR Certificate.
- Current Pool Lifeguard Award.
- Working with Children Check.

## **PERSONAL ATTRIBUTES:**

- Customer focused.
- Enjoys selling memberships, swimming lessons and other services to prospective members.
- Understands/enjoys the leisure industry and motivated to serve Aligned Leisure.
- Relentless in their approach to sales and service.

**APPROVED: SHANE DUNNE**

Chief Executive Officer, Aligned Leisure

19 August 2018

**Aware + Disciplined  
+ Relentless + United**

