



Aligned Leisure

ACN 608 613 350

Swinburne Centre, Yarra Park, Richmond

PO Box 48 Richmond VIC 3121

alignedleisure.com.au

POSITION DESCRIPTION

POSITION TITLE:	Customer Experience Captain
EMPLOYER:	Aligned Leisure Pty Ltd
LOCATION:	Nillumbik Leisure Facilities
DEPARTMENT:	Customer Experience
REPORTS TO:	Head of Customer Experience
DIRECT REPORTS:	Customer Experience Team
TYPE OF EMPLOYMENT:	Full Time

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:

The Customer Experience Captain will support the Head of Customer Experience in the day-to-day operations and provide strong leadership and clear direction for customer service professionals to deliver exceptional service to our customers.

The Customer Experience Captain will be required to work collaboratively with the Head of Customer Experience to deliver outstanding service and provide memorable experiences for our customers, whilst at the same time, capitalising on all sales enquiries and leads and ensuring response times are adhered to.

Management and maintenance of the customer management systems is an integral part of the role.

They will work collaboratively to ensure we are achieving the highest levels of health and safety through rigorous training, reporting and education, customer experience, engaging with all patrons and maximizing member acquisition and retention. They will work relentlessly to implement the Aligned Leisure values of AWARE, DISCIPLINED, RELENTLESS and UNITED.

Aware + Disciplined
+ Relentless + United

KEY RESPONSIBILITIES:

1. Service Quality

- Lead the Eltham Leisure Centre Customer Experience Team with visible leadership through direct customer facing presence. Ensure the Customer Experience team are operating in line with Aligned Leisure Service Standards including a large focus on occupation health and safety regulations.
- Oversight, leadership and constant improvement of our service promise outlined in the Nillumbik Leisure Facilities Customer Charter and Aligned Leisure Service Standards.
- Assist the Head of Customer Experience with the development of staff training sessions that are in line with our strategic service plan and other service standards. Deliver these training sessions on a quarterly basis to the Nillumbik Customer Experience Team

2. Support the daily operations of Customer Experience

- Playing the role of on field leader to the customer experience team of Eltham Leisure Centre. This includes setting of rosters with a focus on the right people in the right role, rostering within agreed annual budgets, service needs and supporting the engagement of new team members.
- First point of call for the Customer Experience team of Eltham Leisure Centre, providing a united and supportive team environment.
- Assist in maintaining integrity of the Nillumbik Leisure Facilities database including accuracy with customer records, outstanding debt management and other process requirements as lead by the Head of Customer Experience.
- Ensure a relentless focus is maintained at all times on department quality control which includes creating and maintaining checklists, data recording and enquiry communications are completed on a daily basis.
- Play a lead role in the development and implementation of key customer acquisition and retention activities, whilst motivating the Eltham Leisure Centre customer experience team to achieve KPIs.

3. Member of the Nillumbik Leadership Team

- Members of the Leadership Team will role model the values of aware, discipline, relentless and united at all times. They will instil these values throughout the organisation and ensure that all new staff are hired with these values in mind.
- Members of the Leadership Team will at all times act in the best interests of Aligned Leisure and Nillumbik Shire Council. 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 Nillumbik Leisure Manager.

4. 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 Customer Experience Captain may from time to time be required to undertake other tasks as directed by the Head of Customer Experience. A week in the life of the Captain will on average be 28 hours of direct customer facing interaction combined with 10 hours of indirect time to support the coordination of the team requirements. This will include early morning, evening and weekend shifts.

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KEY RELATIONSHIPS:

- Customers & Members
- CRM provider
- Retail Suppliers

ESSENTIAL QUALIFICATIONS AND EXPERIENCE:

- Experience in managing a team
- Experience in membership sales
- Experience in delivering exceptional customer service
- Current CPR and First Aid
- Working with Children's Check
- Police Check

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.

PERSONALITY TRAITS:

1. Friendly
2. Vibrant
3. Relentless
4. Leader
5. Measured

APPROVED:

Nillumbik Leisure Manager – Aligned Leisure
15 February 2021

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