



Aligned Leisure

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 & Sales
LOCATION:	Bay Pavilions, Batemans Bay
REPORTS TO:	Eurobodalla Arts & Leisure Manager
DIRECT REPORTS:	Customer Experience Team, Sales Specialists
KEY RELATIONSHIPS:	Eurobodalla Shire Council Communications Team, media outlets, CRM provider, merchandise suppliers

ABOUT US:

The Richmond Football Club Group is Australia's most diversified sports organisation. Driven by our purpose of connecting to thrive and win, the Group connects with communities around Australia through cultural awareness, education, fitness, football, health, multiculturalism, sports and reconciliation.

Aligned Leisure was established as a vehicle to manage the Group's health, fitness, and leisure business activities. Our programs and services are not about us; they are about our partners and will always be in total alignment with the needs of the specific community we are servicing. We deliver our partners' best value by aligning programs and services with critical local Council Plans.

Eurobodalla Shire Council's Bay Pavilions and Shire Pools are essential community assets where residents can connect in a happy, supportive and welcoming environment. The Bay Pavilions is a \$69m aquatics, arts, fitness and leisure space that will deliver a range of modern programs for Batemans Bay and the wider Eurobodalla community.

POSITION PURPOSE:

The Head of Customer Experience & Sales will lead all key revenues in aquatics, fitness and merchandise, and the marketing, communication and visitor information functions. They will work collaboratively with the arts and theatre team to promote and sell art events and programs.

With oversight of the service, sales, marketing and communications functions, they will maximise revenue by providing the most relevant offers, through the most appropriate channels, at the right time. These offers will be supported by a Sales and Customer Experience team who will deliver outstanding service and provide memorable experiences for our customers while generating and capitalising on all sales enquiries and leads.

They will lead the overall customer experience in Eurobodalla, including customer charter and service standards. These service standards will assist all department heads to maintain and improve our service delivery at the Bay Pavilions and Shire Pools.

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+ Relentless + United

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.

KEY RESPONSIBILITIES:

1. Customer Experience

- Oversight of the overall customer experience in Eurobodalla, including customer charter and service standards.
- Delivery of customer experience training to all staff.
- Recruitment, supervision and performance management of all Customer Experience staff.
- Coordinate staff training, inductions, rosters and other HR processes.
- Direct management of all Customer Experience staff at the Bay Pavilions.
- Manage all areas within agreed annual budgets.
- Manage the CRM system, including pricing, products and memberships.

2. Membership and Program Sales

- Maximise membership, swim school, aquatics, water slide and other revenue items at Bay Pavilions.
- Implement a customer-centric culture where members, students and their families feel valued and important.
- Oversee and implement a structured prospect, acquisition and retention strategy.
- Manage and train staff to generate leads, build rapport, overcome objections and close sales.
- Implement, oversee, and provide summary reports on sales and retention campaigns.
- Manage the membership and program payment processes.

3. Merchandise Sales

- Coordinate supply relationships.
- Manage stock ordering and product levels, minimising loss.
- Coordinate staff training, inductions, rosters and other HR processes.
- Monitor cost control, pricing and profitability margins across all product lines.
- Promotion and sales.
- Setup and maintain an accurate point of sale system and stock control system.

4. Marketing, Communication and Visitor Information Functions

- Oversee the marketing and communications function for the Bay Pavilions and Shire Pools.
- Managing the visitor information services at Bay Pavilions
- Assist the Marketing Coordinator in the development and execution of the annual marketing strategy and promotional calendar.
- Assist the Marketing Coordinator in the development and execution of a local communications plan.
- Management of the retail program, including ordering, stock control, sales and promotion.
- Collaboration with Richmond Football Club Marketing, Brand & Communications teams to develop content, strategy and communication plans.
- Oversight of the annual research plan.

5. Member of the Eurobodalla Leadership Team

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- Role model the values, behaviours and service standards, instil this model throughout the organisation and ensure that all new staff understand this expectation.
- At all times, act in the best interests of Aligned Leisure, Eurobodalla Shire Council.

6. Outstanding service delivery to all customers and stakeholders

- Aligned Leisure will be renowned for delivering outstanding service and providing memorable experiences for our customers. This role will be relentless in identifying opportunities to provide exceptional service and will continuously ask themselves, “How would I want a member of my family to be treated in this situation?”
- Lead and deliver on our customer charter and service standards.

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

ESSENTIAL QUALIFICATIONS AND EXPERIENCE:

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

PERSONAL ATTRIBUTES:

1. Focused on the customer
2. Strong ability to manage and also work autonomously
3. Understands/enjoys the Arts & Leisure Industry and motivated to serve Aligned Leisure
4. Highly organised
5. Disciplined to manage the varied components to this role
6. Relentless in their approach to delivering exceptional service
7. The ability to make strategic decisions as well as execute operational requirements
8. Enjoys selling and developing staff to be able to sell

APPROVED: SIMON BRYSON

Group Operations Manager, Aligned Leisure

21 July 2021

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