

POSITION DESCRIPTION

CUSTOMER EXPERIENCE OFFICER – FRONT OFFICE RECEPTION & RESERVATIONS

Position Title:	Customer Experience Officer – Front Office Reception & Reservations
Responsible To:	Customer Experience Team Leader and Reservations Supervisor
Department:	Operations
Classification Level:	2

OUR VISION

West Beach Parks is a world-class tourism, sport and recreation precinct, providing exceptional leisure experiences.

OUR PURPOSE

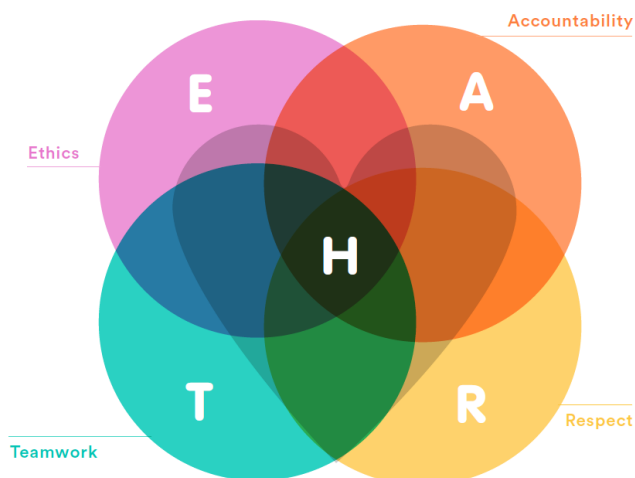
To develop, enhance and promote West Beach Parks for the benefit and enjoyment of the community and visitors.

OUR VALUES

HEART

[H]EART is the collection of our Values: Ethics, Accountability, Respect and Teamwork that we are proud to live by everyday.

This HEART framework describes our way of operating, our actions, the pulse of our organisation.





Primary Purpose Of Role	Provide a range of customer experience through the handling of reservations, reception duties and general administration tasks within the accommodation and service facilities located at West Beach Parks Holiday Park, The Retreat, Activities program and events Golf Pro Shop, The Shack , the Food Van and in the Contact Centre.	
Key Result Areas	Responsibilities	Measures
Customer Service	<ul style="list-style-type: none">▪ Meet and greet all clients in a friendly, courteous, and professional manner.▪ Ensure that client needs are met by providing accurate and relevant information by phone and over the counter.▪ Maintain a high standard of customer experience through handling all customers in a courteous, friendly, and helpful manner.▪ Seek to consistently exceed customer expectations for customer service.▪ Ensure that appropriate and relevant promotional material is available for clients by maintaining adequate supplies and presentation.▪ Take every opportunity to be a “salesperson” by active selling of special promotions and upgrades and facilities (Golf, Kiosk etc.) available within the precinct to guests.	<ul style="list-style-type: none">▪ Customer satisfaction.▪ Nil complaints.▪ Effective in matching resources to clients needs.▪ Demonstrates strong and effective communication skills.
Reception	<ul style="list-style-type: none">▪ Attend to the check in and check out of guests in a timely and efficient manner in accordance with correct procedures.▪ Ensure that all guests accounts are properly receipted, recorded and reconciled by following operating guidelines.▪ Provide guests with the appropriate assistance and direction, if required, to deliver luggage to their accommodation.▪ Attend to guest queries and enquiries promptly, accurately and efficiently.▪ Assist in providing information to guests in relation to tours, activities, community services when required.▪ Ensure daily checklist is being adhered to.	<ul style="list-style-type: none">▪ All clients are acknowledged and served in a timely and efficient manner.▪ Nil errors in daily banking.▪ Maintains accurate records.



Reservation Sales	<ul style="list-style-type: none"> ▪ Ensure all incoming telephone calls are answered in a prompt, courteous and professional manner. ▪ Process all reservation requests, changes and cancellations received by phone or mail. ▪ Identify guest reservation needs and determine appropriate accommodation type. ▪ Verify availability of accommodation type and rate. ▪ Explain guarantee, special rates, group booking and cancellation policies to callers. ▪ Proficiently answer questions in relation to the accommodation facilities and services and accommodation types. ▪ Ensure that all client bookings are accurately entered into the RMS computerised booking system by following correct procedure. ▪ On sell and up sell the accommodation types and special package offers. ▪ Distinguish between higher yielding dates and lower yielding dates. 	<ul style="list-style-type: none"> ▪ Telephone calls answered within 5 rings. ▪ Demonstrate clear and professional language. ▪ Demonstrate appropriate etiquette when answering telephone. ▪ Increase in occupancy rates and upgrades.
Administration	<ul style="list-style-type: none"> ▪ Undertake a range of general administrative activities related to the operation of the West Beach Parks accommodation facilities. ▪ Assist with the maintenance of site security including closing of the premises. 	<ul style="list-style-type: none"> ▪ Demonstrated ability to carry out administrative tasks. ▪ Efficient and effective use of resources.



Our Values

ETHICS – we do the right thing	To demonstrate Ethics, I <ul style="list-style-type: none"> - Do what I say - Value what we stand for - Do the right thing - Act consistently and with integrity - Care and follow the rules
ACCOUNTABILITY – we own our actions and behave responsibly	To demonstrate Accountability, I <ul style="list-style-type: none"> - Learn from my mistakes - Use my skills to do my job - Am proud of what I do - Own the decisions I make - Deliver on my promises
RESPECT – for our visitors, each other, and our environment	To demonstrate Respect, I <ul style="list-style-type: none"> - Appreciate the differences in our teams - Help visitors and our team - Look after and protect the environment - Listen to what others have to say - Am polite and kind to others
TEAMWORK – we work together to create and deliver a great visitor experience	To demonstrate Teamwork, I <ul style="list-style-type: none"> - Contribute my best - Work for our common goals - Am open and supportive of others - Recognise others for their work - Share and celebrate success



Competency Areas

Customer Experience	<p>I understand and meet customer requirements by delivering WBP Customer Experience (CX) Promise:</p> <ul style="list-style-type: none"> - Honest, reliable and authentic. - People are not numbers. - Listen and act. - Go above and beyond. - Make it easy. - Communicate, communicate, communicate.
Work Health and Safety	<p>I work safely by acting as a role model, always wearing/using safety equipment and following WHS procedures.</p> <p>I ensure that I take reasonable care for my own health and safety and take reasonable care to ensure that my actions or omissions do not adversely affect the health and safety of others.</p>
Achievement Orientation	<p>I do what is asked and try to do a job well.</p> <p>I am confident in my own ability when handling routine work.</p> <p>I rely on my own judgement where issues and tasks are familiar.</p> <p>I accept goals without questioning them.</p> <p>I adhere to timetables and rosters.</p>
Continuous Improvement	<p>I make suggestions for improvement to everyday tasks.</p>

Selection Criteria

Candidates should ensure that their application clearly demonstrates their ability to meet the Essential Criteria detailed below:

Qualifications	<ul style="list-style-type: none"> ▪ Police Clearance ▪ Completion of Year 12 or completion of relevant Certificate I or II with work related experience ▪ Responsible Service of Alcohol ▪ Barista Training 	<p>Essential</p> <p>Desirable</p>
Experience	<ul style="list-style-type: none"> ▪ Previous experience in a front of house/reservations role, preferably within the accommodation industry. ▪ Experience with computerised front office/reservation systems. 	Essential



Skills and knowledge	<ul style="list-style-type: none"> ▪ Ability to respond to customer enquiries in a courteous and helpful manner under a variety of conditions, e.g., heavy workloads and aggressive clients. ▪ Ability to quickly learn procedures for operating the computerised reservation system. ▪ High standards of ethical and professional conduct. ▪ Ability to work as part of a team and contribute positively to team effectiveness. ▪ Attention to detail and ability to multitask. ▪ Immaculate presentation and grooming. ▪ Commitment to maintain exceptional standards of professionalism and customer service ▪ Excellent communication skills both written and verbal ▪ Can work flexible and shift hours, including weekends and public holidays ▪ Speak fluent English and any another language skill is an advantage ▪ Highly developed IT skills, including Microsoft Word, Excel and database applications. 	Essential
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Resources and Budget

Number of Staff reporting to position	0
Financial Delegation (\$)	Nil
Special Conditions	<p>A flexible approach to working days and hours will be required as night and weekend work will be necessary.</p> <p>Uniform will be provided and is to be worn whilst on duty.</p> <p>A Customer Service Officer – Front Office Receptionist & Reservations, may be required to work at either the West Beach Parks Holiday Park, The Retreat, activities program and events Golf Pro Shop, The Shack, the Food Truck and in the Contact Centre.</p>

Acknowledgement

I have read this job description and fully understand the requirements set forth therein. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned.

Name: _____

Signature: _____ Date: _____