

POSITION DESCRIPTION

CUSTOMER EXPERIENCE OFFICER

Position Title:	Customer Experience Officer
Responsible To:	Golf Pro Shop Manager
Department:	Golf Pro Shop
Classification Level:	2

OUR VISION

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

OUR PURPOSE

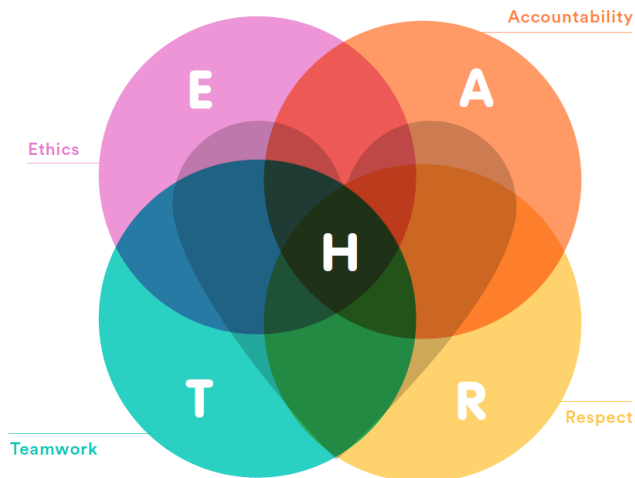
To develop, enhance and promote West Beach Parks for the benefit and enjoyment of the community and visitors.

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

The Customer Experience Officer – Golf Pro Shop will be responsible for addressing all guests’ needs during their visit as well as daily operations of the retail shop and ensuring the guest achieves maximal satisfaction from their pro-shop experience.

Key Result Areas

Responsibilities

Measures

Customer Service

- Ensure that all customers are greeted immediately upon entering the Pro Shop.
- Ensure that customers are assisted with all their needs while in the Pro Shop.
- Ensure that all inquiries and requests are met efficiently and professionally.
- Ensure that complaints are dealt with in a pleasant manner and recorded for your supervisors.
- Assists and responds to external and internal customer requests and comments in a courteous manner and follow up with remedial action where applicable.
- Ensure the West Beach Parks Customer Service Charter is delivered and behaviours reflect the non-negotiable actions.

- 100% delivery of Customer Service Charter
- Positive customer satisfaction
- Consistent behaviour demonstrated as per Customer Service Charter

General Duties

- Receive payment for all services and goods provided with the highest level of accuracy.
- Coordinate tee times, including bookings, to ensure efficient running of golf courses at full potential.
- Answer phones, direct calls and answer customer questions professionally.
- Utilise retail sales knowledge to achieve sales in line with monthly budget.
- Ensure that all cash/payments are secure by maintaining appropriate level of cash in till and utilising safe security for all excess monies.
- Coordinate opening and closing of premises as per roster
- Act within ‘the responsible persons role’ in line with the Alcohol and Gambling Licence guidelines.
- Rent equipment as required by customers – golf carts, clubs etc.
- Booking golf lessons and receiving payment.
- Maintain golf cars to the highest level of presentation and ensure that maintenance requirements are met.

- Accurate cash handling
- Adherence to roster
- Ensure all hygiene and WHS standards are exceeded
- Accurate records are maintained
- Abides to all policies and procedures
- Operates in a clean and customer friendly environment
- 100% punctuality



General Duties continued

- Ensure all hire equipment/golf cars are returned in original condition and appropriate procedures covering damaged equipment are implemented immediately.
- Receive and display all Pro Shop stock and goods.
- Maintain a clean, tidy, safe and organised work environment.
- Record and document any safety hazards or other important situations and report them to your supervisor daily.
- Anticipate any problems or situations in the Pro Shop and take action before they become a problem.
- Adhere to roster requirements at all times.
- Perform any other duties as reasonably required from time to time.
- Work on drinks/marshal cart when requested.
- Attend all trainings when required and keep up to date with working modules.
- Help customers with Trackman when required.
- Ensure daily checklist is being adhered to by all staff.



Our Values

ETHICS – we do the right thing

To demonstrate Ethics, I

- 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

- 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

- 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

- 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"> • Responsible Service of Alcohol • Current driver's licence • Current Police Clearance 	Essential
	<ul style="list-style-type: none"> • Barista Training 	Desirable
Experience	<ul style="list-style-type: none"> • Experience working in a customer service/retail environment 	Essential
	<ul style="list-style-type: none"> • Basic knowledge of golf equipment 	Desirable



Skills and Knowledge

- Ability to respond to customer enquiries in a courteous and helpful manner under a variety of conditions.
- 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 maintaining exceptional standards of professionalism and customer service.
- Excellent communication skills, both verbal and written.
- Competent in use of computers.

Essential

Resources and Budget

Number of Staff reporting to position	Nil
Financial Delegation (\$)	Nil
Special Conditions	A flexible approach to working hours will be required as hours of work will be amended seasonally and dependent on tasks required to be performed to meet customer requirements. Uniform will be provided and is to be worn whilst on duty. Will be required to work across other areas of customer service, including holiday park activities program and events outside of the Golf Pro Shop.

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: _____