

POSITION DESCRIPTION

SENIOR CUSTOMER EXPERIENCE OFFICER

Position Title:	Senior Customer Experience Officer
Responsible To:	Golf Pro Shop Manager
Department:	Operations
Classification Level:	3

OUR VISION

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

OUR PURPOSE

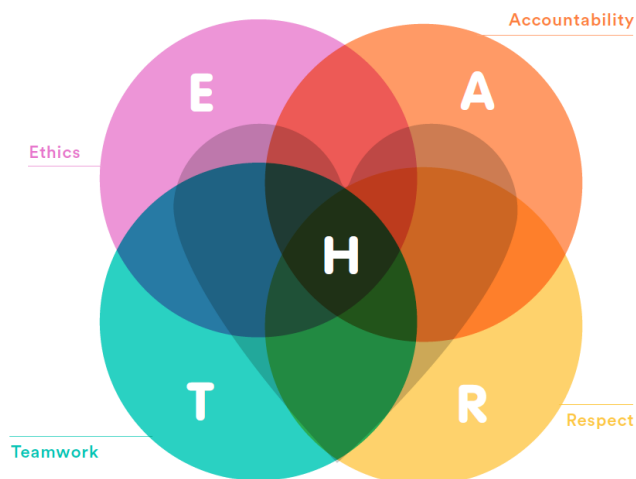
To develop, enhance and promote West Beach Parks for the benefit and enjoyment of the community and visitors.

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

To provide at all times an excellent guest service, maintaining high standards and consistency of outstanding customer experience and sales excellence in order to optimise golf revenue, monitoring of all Golf Pro Shop related tasks, supervising and coaching the customer experience team.

Key Result Areas

Responsibilities

Measures

Customer Service

- Ensure the West Beach Parks Customer Experience Promise is upheld and evident in customer experience delivery;
- Ensure the efficient and professional handling of all reservations through online/telephone/email/letter personal request;
- Maintain good customer relations by keeping abreast of all in house and area functions/events/facilities in order to answer questions and concerns in timely manner and provide knowledgeable responses both in person and on telephone;
- Ensure all staff act in a professional manner in all customer interactions;
- Ensure a timely resolution for customer complaints;
- Ensure that all staff adhere to the policies and procedures in customer experience;
- High level of personal grooming and hygiene to be observed by all staff;
- Maintain a friendly, professional and courteous demeanour at all times.

- 100% delivery of Customer Service Charter.
- Positive customer satisfaction.
- Consistent behaviour demonstrated as per Customer Service Charter.
- All customers are acknowledged on arrival.

Operational

- Supervise the operations of the retail shop to ensure an optimal level of service and hospitality is provided to the guests;
- Resolve customer issues, complaints, problems in a quick, efficient manner to maintain a high level of customer satisfaction and quality service;
- Ensure food and beverage and retail stock levels are adequate at all times;
- Ensure retail shop presentation is maintained to a high standard and stock rotation for food and beverage products has been implemented;
- Courteously and accurately answers enquiries from potential guests and accepts bookings as required;

- Timely and efficient customer service demonstrated.
- No out of date food and beverage items.
- Maintenance requests logged and resolved within 24 hours.



<p>Operational continued</p>	<ul style="list-style-type: none"> • Utilise the online system for all golf bookings and record transaction details; • All beverage equipment is kept at a high standard of hygiene at all times; • Control cash transactions at the front desk and ensure staff complete end of shift balances correctly and as per policy and procedure; • Ensure all maintenance requests are forwarded to the maintenance department via Snap, Send, Solve or logged by phone; • Ensure every opportunity is captured to up-sell golf offerings and additional products/services; • Ensure daily checklist is being adhered to by all staff. 	<ul style="list-style-type: none"> • Positive feedback received on quality and efficiency of customer service. • Daily checklists are completed.
<p>Financial/ Reporting</p>	<ul style="list-style-type: none"> • Manage the daily balance to ensure banking, credit card payments and details balance. Report any issues immediately; • Monitor food and beverage stock ensuring appropriately priced and appropriate par levels maintained; • Generate purchase orders and process invoices in an efficient and timely manner when required; • Assist in monthly stock takes ensuring management and other costs are all maintained and or recorded; • All other reporting as required. 	<ul style="list-style-type: none"> • Daily banking reconcile and records accurate. • Stock take completed within timeframe. • Maintain change levels in tills on daily basis.
<p>Management and Leadership</p>	<ul style="list-style-type: none"> • Lead, inspire, support, motivate, train and mentor team members to ensure that: <ul style="list-style-type: none"> ○ our HEART Values are instilled into everyday behaviours, ○ department and individual KPI's are achieved, ○ there is effective work planning, resource allocation and productivity, ○ work outputs are of a high standard, and ○ a customer centric culture is instilled; • Cultivate the culture and morale of the team and report back to the Manager/Team Leader on issues which may be having an impact on the team; • Assist with the implementation of the WBP Strategy and Plans as relevant to the department; • Participate in the recruitment of team members, as required; 	<ul style="list-style-type: none"> • Demonstrated leadership and management. • Effective use of performance development and management processes. • Learning and Development Framework Training completed by the required deadline.



Management and Leadership continued

- Contribute to the management of team members including induction, professional development, reward and recognition and performance management. Correct performance issues and counsel as required in consultation with the Manager/Team Leader;
 - Ensure scheduled training as per the WBP Learning and Development Framework is completed by all team members;
 - Assist in developing the required level of commitment and competence of the team in order to achieve goals and objectives;
 - Ensure team achievements are recognised;
 - Take responsibility for your own performance, clarify job responsibilities and look for opportunities that will develop your knowledge and skills. Develop/update your skills and knowledge (internally or externally) to reflect changed work requirements, technology etc.;
 - Achieve effective communication by briefing and debriefing the team and actively encouraging transparent communication with other departments across WBP;
 - Develop cooperation and trust with team members, management, colleagues and other departments across WBP and take into consideration the different viewpoints of others;
 - Promote and monitor team compliance of:
 - all policies, procedures and work instructions relating to the department,
 - people management processes, and
 - uniform/PPE requirements and personal presentation standards;
 - Ensure adherence to the principles and legislative requirements of people management, equal employment opportunity, anti-discrimination, social justice and work health, safety and welfare. This ensures providing a safe and secure facility for team members and customers.
- Regular use of High 5 by self and the team.
 - Self and team compliance of policies, procedures and work instructions.



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



<p>Experience</p>	<ul style="list-style-type: none"> • Experience in a diverse customer service environment and dealing with people in a face to face manner. • Demonstrated leadership qualities and experience coordinating and leading teams. • Solid knowledge of golf services and products 	<p>Essential</p> <p>Desirable</p>
<p>Skills and Knowledge</p>	<ul style="list-style-type: none"> • Proficient in using and explaining standard procedures, policies, guidelines and legislation. • Ability to identify areas of improvement and where possible implement changes. • Ability to impart knowledge and information on products, services and policies to employees. • Practical knowledge of WHS and its application in a variety of situations. • Ability to work in positively, cooperatively and productively in a team environment including treating others with respect. 	<p>Essential</p>
<p>People Management</p>	<ul style="list-style-type: none"> • Management skills to enable effective leadership and motivation to employees. • Ability to plan tasks for self and for team so that tasks are achieved within set deadlines. • Ability to develop team objectives consistent with organisational priorities. • Knowledge of HR practices and policies applicable to self and team. • Ability to provide on the job training with respect to the responsibility of team. 	<p>Essential</p>
<p>Technical</p>	<ul style="list-style-type: none"> • Highly developed IT knowledge including online booking systems and Microsoft Suite. 	<p>Desirable</p>



Resources and Budget

Number of Staff reporting to position	Nil
Financial Delegation (\$)	Nil
Special Conditions	<p>Staff reports: Golf Pro Shop Customer Service Team and contractors.</p> <p>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. May be required to work overtime.</p> <p>Will be required to work across other areas of customer service, including holiday park activities program and events outside of the Pro Shop.</p> <p>Uniform will be provided and is to be worn whilst on duty.</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: _____