



ROLE DESCRIPTION

KNOX AQUATIC CENTRE CUSTOMER SERVICE MANAGER

ROLE PURPOSE

Inspired by the highest ideals of collaboration, co-operation, integrity and teamwork, the Customer Service Manager is an integral member of the Knox Aquatic Program. The jobholder will be required to coordinate and oversee the daily activities and operations of the Knox swim school and Squads, reception, retail, front line customer service and assist with the delivery of aquatic programs.

The swim school and squads are structured to operate as a stand-alone business, open to Knox families and the general public. The quality of the facilities and program enables Knox swim school and squads to provide a high quality service to a large customer base and therefore is a key business contributor for the school. The Knox swim school and squad program competes with other school based and commercial swim schools in the area and is expected to meet high levels of customer service, quality and efficiency.

The Customer Service Manager will ensure that effective and safe services are delivered to Knox Grammar School and external groups.

ROLE RESPONSIBILITY

The Customer Service Manager reports directly to the Aquatic Centre Manager and will assume this role in the absence of the Aquatic Centre Manager.

The Customer Service Manager will have overall responsibility for supervision and management of the aquatic centre staff and the daily running of the aquatic centre. Specifically the customer service staff, squad coaches and Pool assistant staff.

As part of the Knox Aquatic Centre management team, the Customer Service Manager will work with the Centre Manager to ensure that budgets and key performance indicators are achieved.

The Customer Service Manager will assist the Program Coordinator to achieve the best possible learn to swim program and customer service.

The Customer Service Manager will be responsible for continual review and improvements of systems, work practices and programs.

ROLE ACCOUNTABILITY

The role has 5 primary areas of accountability and it is expected that the focus of the role and workload will be divided as follows:

(a) Customer service delivery – reception, retail 25%

(b) Recruitment, training and coaching of Customer Service Staff – 20%

(c) Administration & Program Development & Efficiency – LINKS customer program, financial administration and rostering - 30%

(d) Performance management – maintaining efficiency & quality of programs and providing feedback to the Centre Manager – 20%

(e) Pool Operation – Ensuring the pool operates to industry approved and legislated standards, car park supervision and Pool Attendant supervision (5%)

Key operational responsibilities relating to each area include:

Customer facing activities – reception, retail

- Demonstrate a hands-on leadership approach to front line customer service standards ensuring a high proportion of time is spent in direct engagement with customers.
- Ensure retail sales opportunities are maximised and products are provided to meet customer needs.
- Provide a direct interface with customers (parents & caregivers) on questions and problems related to the programs and swimmers with referral to Program Coordinators or Supervisors as appropriate.
- Undertake customer marketing initiatives to support swim school growth plans – existing customer and new customer initiatives, call backs, mail outs and follow up programs to drive acquisition and retention
- Maintain and assist in development of point of sale materials and marketing collateral

Administration – Program Development & Efficiency – LINKS customer program, financial administration and rostering

- Set up and scheduling within LINKS of all swim programs & holiday program (in conjunction with Program Coordinators)
 - Reconciliation and follow up of banking, customer payment and billing information to ensure all customers are paid up and using the payment systems as outlined in swim school policies,
 - Rostering of Customer Service staff to ensure minimum coverage and contingency for leave and unscheduled absences,
 - Maintenance of customer records [LINKS] and customer relationship (call back, proactive calling) programs to support customer growth and retention targets
 - Ensure execution of all customer service program elements is consistent and in accordance with defined manuals,
 - Ongoing development and enhancement of Aquatic Centre processes – including training and instructional manuals, advertising and promotional materials, job descriptions and documented operating procedures for all roles and processes.
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- Drive quality and teamwork through ensuring all team members have clear job responsibilities and agreed performance measures that are monitored regularly with feedback provided to staff on a monthly basis.
 - Maintain the highest standards of operational risk management ensuring all processes are documented and adhered to.
 - Maintain the highest levels of facility quality
 - Provide regular information reports to HKSS as required on a weekly, monthly or quarterly basis reflecting performance against KPIs for period and YTD.

Recruitment, training and coaching of Customer Service Staff

- Ensure the Aquatic Centre has a well trained and flexible customer service team by implementing rigorous selection and training processes,
- Balancing casual and part time staff to meet scheduling and efficiency requirements within the constraints of wages budgets and efficiency targets.
- Develop and undertake regular recruitment activities to ensure the Customer Service team has sufficient weekly coverage, depth and experience for peak periods and throughout the year,
- Undertake induction and accreditation training for new staff to ensure they meet all internal standards before probation periods expire,
- Develop and implement a regular training schedule for Customer Service staff to continually improve program knowledge, customer service skills, safety and compliance knowledge.

Pool Operations

- In the absence of the Centre Manager, assume responsibility for Pool Operations, supervising Pool Attendants and reporting all operational issues to the appropriate departments.

Team Leadership:

- Provide leadership and guidance to all direct reports.
- Have an ongoing commitment to team building and staff development.
- Develop and implement appropriate staff training programs.
- Develop and implement cost/time effective rosters and procedures for staffing necessary to achieve organizational and facility needs.
- Possess outstanding communication skills which support and foster positive working relationships
- Induct part time and casual staff in the procedures and expectations required for their specific roles and duties.

Team Participation:

- Work collaboratively with the Head of Aquatics, Program Coordinators and all Knox staff to provide a professional and service orientated environment.
 - Lead and work with the Aquatic Centre staff to achieve the Knox Sports Academy and School's common goals and not be driven toward achievement solely within specific areas of expertise.
 - Establish and promote effective communication with the broader School community and external hirers.
 - Be proactive in sharing knowledge and expertise across all areas of endeavour and by all members of the school community.
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QUALIFICATIONS AND SKILLS

(a) The following qualifications and experience are mandatory for the role:

- Excellent presentation and customer service skills
- High level communication skills
- Experience managing customer service teams
- CPR & 1st Aid
- Experience in school swimming programs including delivery of training
- Experience managing teams preferably within a Aquatic environment

(b) The following qualifications and experience are desirable but not mandatory for the role:

- Current Austswim or Swim certification
- Current Pool Plant Operator certificate
- A Certificate 4 in Workplace Training and Assessment
- Current Lifeguard certified

The incumbent on an on-going basis must maintain all qualifications.

WORK HEALTH & SAFETY

- Actively support and contribute to the maintenance and development of a safe working environment:
- To report incidents or accidents to the appropriate staff as soon as possible.
- To be proactive in reporting WH & S issues.

APPRAISAL/REVIEW CONDITIONS

The appointee to the position of Knox Customer Service Manager will be required to undergo an annual performance review.

SALARY

A salary package commensurate with experience and qualifications and in accordance with Knox Staff Guidelines.

Please note: All staff are subject to mandatory screening procedures in line with Child Protection Legislation