

Position Description

Position Title:	Member Experience Consultant
Classification:	Senior Staff Grade 1
Business Unit:	Glen Eira Leisure (GEL)
Reports to:	Member Experience Team Leader
Approved by:	Director Sustainability, Assets and Leisure
Reviewed:	May 2024

1. About the City of Glen Eira

The City of Glen Eira is located in Melbourne's south-east suburbs, approximately 10 kilometres from Melbourne's central business district. The City includes the suburbs of Bentleigh, Bentleigh East, Carnegie, Caulfield, Caulfield East, Caulfield North, Caulfield South, Elsternwick, Gardenvale, Glen Huntly, McKinnon, Murrumbeena, Ormond and part of the suburbs of Brighton East and St Kilda East.

Glen Eira has a vibrant and diverse community which is proud of its cultural heritage. It has 68 beautiful parks, 45 sporting ovals, 40 educational institutions, 35 strip shopping centres and almost 6000 businesses. It is home to more than 141,000 people and significant Melbourne icons such as Ripponlea, the Caulfield Cup, Yarra Yarra Golf Club, the Melbourne Holocaust museum and much more.

2. About our Organisation

Glen Eira City Council aims to be an organisation that is high performing, values based and one that strives for innovation. We are proud of our achievements and have been recognised as an employer of choice over recent years. We endeavor to recruit people who share our values, are proud of the work they do and have a desire to make a difference to our community.

Glen Eira City Council is committed to reconciliation and supports Aboriginal and Torres Strait Islander aspirations. We encourage applications from Aboriginal and Torres Strait Islander people and value the knowledge, skills and talents they could share with our workforce and community.

Glen Eira City Council plays a leading role in taking strong action on the climate emergency and raising awareness to ensure a sustainable, safe and healthy future for us all. To help us achieve these outcomes, we all have the responsibility to embed climate change action in everything we do. As well as reducing emissions, we are working together to avoid waste and support Glen Eira's transition to a circular economy. This includes reviewing individual work to identify how we can make a difference in Council and the community to reduce environmental impacts and raise awareness.

Values

We are committed to the values which underpin our organisational culture, and how we work. Our five values are:

- Service Excellence – *Delivering for our community*
- Collaboration – *Working better together*
- Innovation – *Expressing ideas and adding value*
- Respect – *Being understanding and considerate*
- Integrity – *Being open and honest*

2.1 Organisational Structure

Glen Eira City Council's structure comprises four Directorates and two executive management portfolios (People and Culture and Finance) all reporting to the Chief Executive Officer. The four Directorates are:

- Sustainability, Assets and Leisure;

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- Customer and Corporate Affairs;
- Planning and Place;
- Community Wellbeing.

These Directorates and the departments within them are responsible for ensuring the delivery of high quality and cost-effective services that make a difference to our community. In conducting their business, they aim to be client focused and open to innovation and continuous improvement.

3. Position Purpose and Background

The role sits within the Customer Experience team within Council's Glen Eira Leisure (GEL) Department. This team provides services including membership sales for GEL services and products, retention, engagement and marketing activities, online fitness content and high quality customer service for the members and patrons of the Glen Eira Leisure community.

The Member Experience Consultant is responsible for sales of GEL products and services. The position implements sales and marketing strategies and is integrally involved in the administration involved in the maintenance of membership data.

The Member Experience Consultant plays a key role in enhancing the customer experience across the full member lifecycle.

4. Working Relationships

Reports to: Member Experience Team Leader

Position deals with: General Manager GEL, Business Operations Manager, Business Services Manager, Membership Engagement Officer, Customer Experience staff, other GEL staff and Council officers, Clients, suppliers and the general community

Supervises: N/A

5. Key Responsibilities

- Prospecting and qualifying new club members.
- Interacting with customers via multiple channels, strengthening member connection, ensuring consistency of member experiences.
- Outreach to local businesses and places of interest.
- Conduct initial introductions, presentations and tours of the facility.
- Implement membership sales strategies and actively sell new memberships.
- Maintain customer database and collect statistics on new membership activity and take up rates.
- Participate in customer service feedback programs distributing and collecting surveys and reporting customer feedback.
- Follow up discontinued memberships and actively collect information regarding the reasons for discontinuation.
- Assist in the ongoing development and promotion of the club culture.
- Develop an awareness of competitor pricing and products.
- Ensure that minimum standards are met for the GEL Service Improvement Program

5.1 OHS, Risk Management, Equal Opportunity, Charter of Human Rights & Child Safe Standards

- Adhere to policies and procedures to minimise injury and damage to assets and property.
- Adhere to Council's Health and Safety, equal opportunity and risk management policies, plans and procedures and relevant legislation as well as act in accordance with the Charter of Human Rights.
- Actively participate in reporting matters of health, safety and Council asset damage.
- Demonstrate and promote workplace behaviour that does not discriminate, bully or harass.
- Take reasonable care for your safety and the safety of others who may be affected by your actions or omissions;
- Contribute to the effective protection of Council in accordance with the Council's risk management policy and procedures;
- Act compatibly with human rights and consider human rights when making decisions; and
- Cooperate with any reasonable, lawful instruction to comply with relevant legal requirements
- Commit and adhere to Council's zero tolerance of child abuse, its principles of being a child safe organisation and its reporting requirements for child safety.
- Adhere to the Victorian Child Safe Standards and related legislation, including Failure to Disclose, Failure to Protect and Grooming offences.

5.2 Accountability and Extent of Authority

The following outlines the Accountability and Extent of Authority required by the Member Experience Consultant:

- The Member Experience Consultant is directly accountable to the Sales and Marketing Coordinator.
- The incumbent will be required to follow all relevant GEL policies and procedures
- Knowledge and compliance with Glen Eira City Councils procedures for safety, training, purchasing, document control, internal quality audits, corrective and preventative action, customer complaints and control of non-conforming products and services.

5.3 Judgement and Decision Making Skills

The following outlines the extent of judgement and decision making required by the Member Experience Consultant:

- Work is performed according to specific guidelines and established procedures under general supervision. Guidance and advice are readily available.
- Tasks performed may involve selection from a limited range of existing systems, equipment and processes in a defined range of recurring work situations.

5.4 Management Skills

The following describes managerial skills required by the Member Experience Consultant:

- Ability to manage time, set priorities and plan and organise own work to carry out assigned duties efficiently and effectively.
- Ability to initiate and recommend to the Customer Experience Coordinator improvements to reception and other routine clerical procedures.
- Ability to handle difficult customers and stay calm in an emergency situation

5.5 Interpersonal Skills

The following describes the interpersonal skills required by the Member Experience Consultant:

- Ability to deal pleasantly, clearly and tactfully with diverse members of the public, both directly and over the phone.
- Good oral communication skills.
- Written communication skills for the purpose of undertaking routine clerical duties
- Ability to work as part of a team.

5.6 Specialist Skills and Knowledge

The following describes the specialist knowledge and skills required by the Member Experience Consultant:

- Sound knowledge of marketing/sales strategies/campaigns
- Knowledge of GEL policy and procedures
- Knowledge of MS software

5.7 Qualifications and Experience:

- Some experience and/or training in reception systems, word processing (preferably Microsoft Office) and routine clerical procedures would be an advantage.
- Current CPR certificate (or willing to obtain)
- Employee Working with children check
- Must maintain a satisfactory Police Check
- Sales experience within a Fitness / Leisure environment (Desirable)

6. Performance Review

The Member Experience Consultant will be required participate in the Council's Performance Development and Review process. This involves planning and agreeing work and skill development objectives and reviewing and assessing achievements on a regular basis.

The Member Experience Consultant may also be required to carry out other such duties as are within the limits of the employee's skills, competence and training. These will be discussed as part of the Performance Review process.

7. Selection Criteria

- Demonstrated commitment and adherence to organisational values and behaviours.
- Experience in sales and marketing, particularly in initiating and developing new membership sales.
- Administrative and statistical/data record keeping experience.
- Customer Service skills.
- Understanding and application of computer skills including centre management software.
- Good oral and negotiating skills.
- Must maintain a satisfactory Police Records Check

8. Other Information



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- Position is subject to the satisfactory completion of Police Records Check and Employee Working with Children Check.
- The position is primarily located at Carnegie Memorial Swimming Pool and Glen Eira Sports and Aquatic Centre, however the incumbent may be required to travel to other Council facilities or offices from time to time.