

## HEAD OF CUSTOMER SERVICE

### Role Description

#### The Pillar

The Customer Experience team ensures that Arts Centre Melbourne places the customer first by creating and delivering experiences of unique value. The team is accountable for delivering an integrated end-to-end customer journey that provides a remarkable experience each and every time. The team deliver success in our customer focused business functions of Ticketing, Marketing, Food & Beverage, Strategic Communications, Car Park, Retail, Guided Tours and Front of House customer service. We are the largest team in the organisation with over 450 people.

This leadership role will lead and oversee customer service delivery across all on-site customer touchpoints. This role is responsible for service outcomes for a team of over 350 people that directly contribute to \$64M of annual revenue through goods and services including ticket sales, food & beverage sales, car park and retail income. This team also contributes to annual attendances of over 3.7 million people.

#### The Role

**Creates value for customers by leading, motivating and inspiring a high performing Customer Service team to deliver on the organisation's strategic goals and integrated functional tasks.**

As a member of the Customer Experience Leadership Team, develops and implements strategy specifically to continuously enhance Arts Centre Melbourne's overall customer service delivery and culture.

Type	Full Time (fixed term, 3 years)
Reports to	Executive Director, Customer Experience
Direct Reports	Manager, Ticketing Services; Coordinator, Training; Senior Front of House & Car Park role(s) – details TBC <i>You will be responsible for service outcomes in the Food &amp; Beverage team, however will not have direct reports from this team.</i>
Salary/Hourly Rate	ACM Enterprise Agreement 2018 Band 5.2
Key Relationships	<i>Internal:</i> Finance and HR Partners, Food & Beverage, Customer Engagement, Programming and Presenter Services teams. <i>External:</i> Customers, Venue Presenters, Precinct Organisations, Industry, Tourism, Community Organisations.
Delegation	Financial and people delegations as per current policy.
Location	Arts Centre Melbourne premises (subject to potential relocation)
Other	SGA Employee under the ACM Enterprise Agreement 2018 Satisfactory completion of a National Police Check required You will hold valid working rights in Australia (subject to verification)

## KEY CRITERIA

### Your capabilities

- **Change Agility** – you work well in an environment characterised by high levels of change: adapting, learning and applying skills quickly.
- **Sustainable Creative Practice** – you create and choose from a number of strategic options and make decisions to deliver the most impactful strategic outcome.
- **Collaboration** – you work with others to achieve outcomes – involving the right skill, perspectives, abilities and expertise.
- **Accountability** – you achieve required goals and outcomes both personally and for the organisation.
- **Coaching** – you continuously develop yourself and others.
- **Being Inclusive** – you act in a way that is inclusive and provides an environment of access and equity

## Your qualifications and experience

- Relevant extensive industry experience in customer service, hospitality and/or retail. Experience in the performing arts is not required.

## Your skills and attributes

- Extensive experience in developing and implementing service focused customer and commercial growth opportunities
- Extensive people leadership experience with a track record of building high performing teams in frontline customer service, bar and retail environments
- Demonstrated ability to positively influence organisational culture, and drive and lead sustained operational and cultural change
- Big picture thinker with a **Customer First** and results oriented mindset
- Demonstrated experience in using customer data to inform decision making
- Demonstrated experience developing and delivering customer focused service strategy in a multi-touchpoint environment, with a focus on digital innovation and community access / inclusion
- A self-motivator who takes initiative when faced with a challenge
- Experience in effectively partnering with and managing diverse groups of stakeholders to deliver best practice customer service activities that provide clear value and build loyalty
- Experience in planning, delivering and evaluating business initiatives with exceptional business acumen across integrated customer service functions
- Experience in conflict resolution and problem solving
- Outstanding communication and presentation skills
- Proven experience with and understanding of current technology, operating systems and applications; and the demonstrated ability to learn and apply new technology and systems, including upgrades and changes, within a reasonable timeframe.

## In the role you will

### Accountabilities:

- Lead, motivate and inspire a high performing Customer Service team with a people first focus, which includes:
  - empowering the operational management team to manage and drive success in their people and areas
  - inspiring a clear sense of purpose and direction in the team
  - developing knowledge and skills required for each team member to succeed in their role
  - providing thought leadership, developing a customer first culture and continuously improving team engagement
  - driving continuous transformation in task automation / efficiency and digital integration
  - support and management of team challenges / performance issues in a timely manner
- Develop and implement strategic initiatives for the Customer Service teams that:
  - deliver against Corporate & Strategic Plan objectives
  - develop key performance indicators and ROI metrics to benchmark and track success
  - champion innovation and utilise technology to achieve an integrated customer-centric experience
  - ensure back of house operations support an exemplary front of house experience
  - are informed by customer focused data driven decisions
- Lead the Customer Service teams to deliver remarkable experiences that:
  - welcome an increased and diverse range of customers
  - build brand loyalty, trust and advocacy with our customers
  - integrate personalised and valued service to the customer across all touchpoints
  - optimise hospitality, sales and commercial opportunity, building lifetime value
  - use customer voice, insights and trends to drive all decision making
- As a Leader in the CX Team, collaborate in the implementation and review of Arts Centre Melbourne's overall Customer Vision, Strategy, product and experience offer.
- Develop and lead a Melbourne Arts Precinct group that focuses on customer service and experience.
- Develop business wide Customer Service reporting to track progress, identify challenges and success points, understand variances to expectations and drive future customer focused decision making.

**Decision making:**

- Under broad direction from the Executive, operate autonomously and make tactical decisions under pressure to achieve the accountabilities. You will be required to resolve long term customer issues and be responsible for the resolution of any stakeholder issue within delegation.
- Be required to balance the often competing enquiries and immediate demands of internal and external stakeholders. You will represent the interests of Arts Centre Melbourne in managing relationships with presenters and customers.

**Working environment/physical requirements:**

- Undertake general office work with a strong emphasis on the use of computers and digital technology.
- May be required to be on site/attend events outside of work hours (including evenings, weekends and public holidays) from time to time.
- Be required to undertake the tasks and requirements detailed in the relevant job task analysis.
- Potentially work in an underground office environment.
- Be required to be on site/attend events outside work hours from time to time.
- Work hours in accordance with your employment type and the ACM Enterprise Agreement 2018.

**You demonstrate our values**

- **Leadership** – courage and conviction.
- **Creativity** – a boundless imagination.
- **Care More** – a place for everybody.
- **Community** – working together.

*Last reviewed July 2019*