



Aligned Leisure

ABN 58 608 613 350 ACN 608 613 350
Swinburne Centre, Yarra Park, Richmond
PO Box 48 Richmond VIC 3121
alignedleisure.com.au

POSITION DESCRIPTION

POSITION TITLE:	Customer Care Officer - Acquisition
EMPLOYER:	Aligned Leisure Pty Ltd
LOCATION:	Mildura Waves Aquatic and Leisure Centre
DEPARTMENT:	Customer Experience
REPORTS TO:	Head of Customer Experience
DIRECT REPORTS:	Nil
TYPE OF EMPLOYMENT:	Full Time or Part Time (Minimum 3 days per week)
KEY RELATIONSHIPS:	Customers and Members, stakeholders where data capture opportunities exist and CRM provider

ABOUT US:

Aligned Leisure is a 100% owned subsidiary company of the Richmond Football Club, established as a vehicle to manage the operations of Richmond's health, fitness, and leisure business activities.

Our programs and services are not about us, they are about our partners and they will always be in total alignment with the needs of the specific community that we are servicing. We deliver best value to our partners by aligning our programs and services with local Municipal Health and Wellbeing Plans that highlight unique key community priorities.

POSITION PURPOSE:

Overall member acquisition at the Mildura Waves Aquatic and Leisure Centre is the primary objective of the Customer Care Officer – Acquisition across our Health Club, Aquatic and Swim School membership base. Acquisition will be done through a proactive prospect management system, where lead generation is maximised by having multiple and innovative data capture strategies running simultaneously.

While the role primarily focuses on acquisition, there is also a natural crossover with retention. Retention will be done through segmented communications, relevant messaging and intervention where non-renewal appears likely, along with a high level of service, particularly to new members through the “nurture program” and members most at risk of non-renewal.

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+ Relentless + United

The role will be shared with customer service desk responsibilities which will involve servicing of all customers, dealing with enquiries, answering phones, taking tours and other administrative duties. The role is a critical customer facing role and as such, will be required to work shifts that are in line with busy member attendance periods including early mornings, evenings and weekends.

This position will work relentlessly to implement the Aligned Leisure purpose of CONNECTING TO THRIVE AND WIN, values of AWARE, DISCIPLINED, RELENTLESS and UNITED, and associated behaviours throughout the entire team.

KEY RESPONSIBILITIES:

1. Prospect & lead generation

- Oversee the management of all prospect data ensuring proactive and structured follow up.
- Work with the Head of Customer Experience to implement a best practice prospect management system.
- Undertake outbound telemarketing to prospects.
- Actively pursue new membership sales opportunities across Health Club, Aquatics and Swim School.
- Work with Head of Customer Experience on the annual acquisition plan and be responsible for execution.
- Oversee and manage membership referral campaigns.

2. Data management & follow up

- Ensure that details of all prospects are placed into the system and follow up communication made.
- Follow up any sampling programs with the most attractive membership offer.
- Actively gather data through numerous channels to build the prospect database.

3. Member retention

- Personal follow up of non-renewals
- Personal follow up of membership questions or complaints where non-renewal may be likely
- Engage with lapsed members with a view to converting them back to membership

4. Nurture program

- Implementation of a "Member Induction" program that seeks to engage members as soon as they join.
- Ongoing personal communication with first year and at-risk members.

5. Customer Service Desk responsibilities

- Provide the frontline service for all facility programs and services.
- Proactively address all enquiries, ensuring that suitable outcomes are provided to each individual customer.
- Look for upsell and cross sell opportunities based on individual needs.
- All administrative duties that are required as part of a successful frontline function.
- Take tours as requested by customers.

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6. Outstanding service delivery to all customers and stakeholders

- Aligned Leisure will be renowned for delivering outstanding service and providing memorable experiences for our customers. In your role, you will be relentless in identifying these opportunities and you will always ask yourself “How would I want a member of my family treated in this situation?”
- All Aligned Leisure staff will understand and deliver on our customer charter and service promise.

The Customer Care Officer – Acquisition may from time to time be required to undertake other tasks as directed by the Head of Customer Experience, and will be required to work rostered Direct Service Shifts in the Reception area.

ESSENTIAL QUALIFICATIONS AND EXPERIENCE:

- Experience in delivering exceptional customer service
- Current First Aid, CPR certificate and Victorian WWCC (if aged 18 years or older)

PERSONAL ATTRIBUTES:

1. Customer focused
2. Enjoys selling
3. Understands/enjoys the leisure industry and motivated to serve Aligned Leisure.
4. Relentless in their approach to sale and service.

APPROVED: SIMON BRYSON

General Manager – Operations

28 October 2024

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