



# CUSTOMER EXPERIENCE MANAGER

## DUTY STATEMENT

Our Club values are the strong beliefs and consistent behaviours of people in our organisation. They describe the way in which directors, staff and players of the Club behave, interact & work together and determine the culture of the Club. Our values are held in high regard and protected by every member on the on-field and off-field team.

**Respectful** All people are treated with respect regardless of their background or position.

**Precision** We expect excellence in everything that we do and are accountable for maintaining a high performance environment.

**Adventurous** We enjoy facing our industry's challenges and embrace progress with open arms.

**Conviction** Everyone involved with the Club is fully committed and gives 100 percent effort.

**United** We are selfless, we support and care for each other and we collaborate across our Club.

**Commercial & Considered** We drive for good commercial outcomes but always take the needs of our stakeholders into account.

**Integrity** We uphold high standards of behaviour, have deep respect for honesty and always work within the rules.

Our mission is to win more premierships than any other Club, while being consistently recognised as the best all-round Club and admired for our strong values.

Section	Description
Title	Customer Experience Manager
Reports to	Chief Commercial Officer
Department	Commercial Operations
Core purpose	<p>Reporting into the Chief Commercial Officer, this position is primarily accountable for the delivery of a truly exceptional experience for our customers. You'll know, live and breathe our products and understand how to look after our customers.</p> <p>The position will manage the end to end customer experience, including sales processing, product delivery, service and engagement.</p> <p>This role will need to have a strong blend of customer service in line with delivering strong commercial outcomes.</p> <p>All strategies and activity delivered by the Customer Experience Manager will be focused on the end result of retaining our customers and maximising commercial returns to the club.</p>
Dimensions	<ul style="list-style-type: none"><li>Seven (7) Customer Experience direct reports</li><li>Customer Experience expense budget management</li></ul>
Job Context and Environment	<p>You are an inspiring and highly respected leader with a passion for your people and customers. A strong communicator, you will have the confidence to make decisions and drive a high performance culture.</p> <p>You have demonstrated skills and experience within a contact centre management role. Experience in managing people is essential as is your ability to lead a team in a customer focused environment</p>

	<p>where your impact can be quantified with results.</p> <p>You will ensure that all KPI's and targets are met whilst maintaining high service levels.</p> <p>In this role you will work as part of the Commercial Operations team as a new structure is implemented to create a sustainable model to expand the Geelong Cats membership and attendance program.</p> <p>This role will require a naturally energetic and flexible individual who is accustomed to working in a fast paced environment, has a proven capacity to work well under pressure, and to strict time-lines.</p> <p>The ordinary hours of work are 38 hours per week averaged over a 12 month period plus all reasonable additional hours required to fulfil the needs of the position, including match days and events.</p>
Duties	<p><b><u>Customer Experience and Engagement</u></b></p> <ul style="list-style-type: none"> <li>• Assist the Chief Commercial Officer in the development and review of the short term and long term customer engagement strategies</li> <li>• Promote a customer focused working environment of collaboration, cooperation, positive energy, respectful interaction, fun and teamwork</li> <li>• Create an exceptional customer service structure and culture that displays best practice processes and has the right balance of full time, part time and casual staff</li> <li>• Develop and deliver customer experience solutions to exceed customer expectations</li> <li>• Identify surprise and delight initiatives to aid team in delivering positive customer experience</li> <li>• Be the customer point of escalation for dispute resolution and problem management</li> <li>• Development and utilisation of service recovery tools</li> <li>• Drive improvement projects to increase performance against targets</li> <li>• Develop and deliver match day customer experience program</li> <li>• Develop club membership Loyalty and Rewards program</li> <li>• Develop first year member welcome and education program</li> <li>• Manage official supporter groups (including Cheersquad)</li> <li>• Ensure up to date knowledge on current and evolving best practice membership processes</li> <li>• Evaluate membership product opportunities in conjunction with market insights team</li> <li>• Maintain effective relationships with internal stakeholders to assist them in understanding customer focus objectives and current business status impact on our customers</li> <li>• Be the voice of the customer within the Commercial Management Team</li> </ul> <p><b><u>Operations</u></b></p> <ul style="list-style-type: none"> <li>• Proactively manage the servicing, administration, operational priorities and work volumes for the department to meet business objectives</li> <li>• Formalise processes and develop working documents written manuals and training guides</li> <li>• Manage casual staff rostering and budgets</li> <li>• Work in collaboration with Geelong Cats Finance team to ensure that Customer Experience activities are budgeted accurately and delivered within agreed costings</li> <li>• Financial reconciliation of cash, cheque and credit card receipting for daily banking records</li> <li>• Manage Customer Experience third party supplier relationships including, but not limited to AFLMSS, AFL Ticketing, Premier Technologies, fulfilment mailhouse, ticketing agents, venues</li> <li>• Work with the AFL on new technologies, products and innovations across membership and</li> </ul>

	<p>ticketing products to determine suitability for Geelong Cats</p> <ul style="list-style-type: none"> <li>Identify and explore new ticketing system opportunities for Geelong Cats games/events</li> </ul> <p><b><u>Staff Leadership and Development</u></b></p> <ul style="list-style-type: none"> <li>Provide leadership and guidance to the Customer Experience team to deliver high quality work</li> <li>Conduct regular meetings with staff to ensure staff development and encouragement</li> <li>Foster a positive culture and attitude</li> <li>Oversee the recruitment, supervision and performance management of staff including the conduct of annual performance reviews</li> <li>Analyse Customer Experience team performance, highlighting problem areas and identifying improvement actions</li> </ul> <p><b><u>General</u></b></p> <ul style="list-style-type: none"> <li>Ensure a safe and hazard free workplace environment by reporting and managing health and safety hazards</li> <li>Comply with the Club and AFL's Risk management and occupational health and safety guidelines at all times</li> <li>Develop and maintain strong relationships with key stakeholders and suppliers</li> <li>Oversee and monitor all Membership risk management processes and controls</li> <li>Other roles and duties as directed by the Chief Commercial Officer</li> </ul>
KPI's	<ul style="list-style-type: none"> <li>Membership service initiatives are delivered on brand, on budget and within agreed timelines</li> <li>Customer Service delivery and satisfaction in line with set targets</li> <li>Delivery of ROI for Total Contact Centre platform</li> <li>Delivery of Loyalty and Rewards Program in Season 2016</li> <li>Positive staff engagement results</li> </ul>
Selection Criteria	<ul style="list-style-type: none"> <li>Relevant tertiary degree in Business Management, Commerce, Marketing or similar</li> <li>Sound knowledge of B2C service and delivery strategies and a genuine passion for customers</li> <li>Excellent understanding of CRM systems and contact centre communication channels</li> <li>High level organisational and time management skills including a proven ability to prioritise and meet deadlines</li> <li>Previous experience in managing and motivating a team</li> <li>Demonstrated commitment to continuous improvement</li> <li>Excellent written and verbal communication skills</li> <li>In depth knowledge of budget preparation and financial management</li> <li>Previous membership experience preferably AFL/Club level</li> </ul>
Competencies & requirements	<ul style="list-style-type: none"> <li>Customer Focused <i>Meets the needs of customers and acts with customers in mind</i></li> <li>Focuses on Quality <i>Consistently achieves excellent outcomes and maximises efficiency</i></li> <li>Strong Leadership <i>Ability to lead by example and in line with the values of our Club</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Manage Others</b> <i>Provides team with a clear direction and sets appropriate standards of behaviour. Oversees people in the workplace and delegates work appropriately</i></li> <li>• <b>Works with Others</b> <i>Develops a good working relationship with team members and works effectively in the team</i></li> <li>• <b>Pays Attention to Detail</b> <i>Pays attention to small details, is able to narrow in on detail and apply such detailed attention to work and outcomes</i></li> </ul>
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