

## POSITION DESCRIPTION

<b>Position Title</b>	Aquatics Customer Service and Marketing Coordinator	
<b>Division</b>	Community and Engagement	
<b>Group</b>	Recreation and Aquatics	
<b>Responsible to</b>	Aquatics Facilities Manager	
<b>Position Supervises</b>	<b>Direct:</b> 4 <b>Indirect:</b> up to 14 permanent staff and casuals	
<b>Position No.</b>	IW0593	
<b>Status</b>	Permanent full time	
<b>Hours</b>	Based on 35 hours per week May be required to work mornings, evenings and weekend work from time to time	
<b>Salary Point</b>	51 to 62	
<b>Salary</b>	\$84,582 - \$96,988 pa	<b>Band/Level:</b> Band 3 Level 2
<b>Allowances</b>	Nil	
<b>Pre-employment checks</b>  <b>Legislative requirements</b>	<input type="checkbox"/> Working with Children Check <input type="checkbox"/> Police Check <input type="checkbox"/> Pre-employment medical	
<b>Date reviewed:</b> 8 November 2017		<b>Reviewed by:</b> Group Manager, Recreation and Aquatics

*The Inner West Council was formed on Thursday 12 May 2016 as a result of the amalgamation of Ashfield, Leichhardt & Marrickville Councils by the NSW State Government through the Local Government Proclamation 2016 (Council Amalgamations). The new Council has a population of 185,000 people and covers an area of 36 km<sup>2</sup>.*

*The Inner West Council operates across the areas previously governed by the former Ashfield, Leichhardt and Marrickville Councils. All Inner West Council employees may be transferred to any of these areas to allow sustained productivity and opportunities for skills growth.*

## **POSITION PURPOSE**

Contribute to the health and wellbeing of the Inner West community through the coordination of the aquatics customer service and marketing team for the IWC's aquatics facilities including a commitment to promote healthy and active lifestyles for all age groups.

A key focus of this position is to work with the aquatics management team to provide high quality customer experience through staff, services, program information and messaging in relation to the IWC's aquatics facilities. The position will coordinate, develop and work with all aquatics facilities and centre staff in delivering an integrated management approach across the group. Collaboration and planning will be required to develop key information, promotions, programs, policies and processes to ensure high levels of customer experience are achieved.

Key outcomes required include high levels of community uptake and participation in fitness, wellness, learn to swim and aquatics activities resulting in enhanced health and wellbeing of the community within the IWC local government area.

## **SELECTION CRITERIA**

The Inner West Council has a strong commitment to the principles of EEO, WHS, sustainability, continuous improvement, and business excellence. The community is at the heart of the organisation and Council puts its 'Values First' with flexibility, integrity, respect and the spirit of team as a set of values and associated behaviours for all levels in the organisation. All employees are expected to demonstrate commitment to these principles in performing their respective roles. In addition to these, the following criteria outline those that are relevant to this specific position.

### **Essential Criteria**

1. Appropriate tertiary qualifications in marketing, recreation or a related discipline and/ or equivalent industry experience
2. Extensive experience in the management of customer and membership services within the recreation sector
3. Relevant qualifications or experience in sales, marketing and promotions within the recreation sector
4. Extensive experience in coordinating engagement and facilitation to achieve set objectives and a commitment to community development principles
5. Experience in business planning and management, project management, contract management, and the ability to work under pressure and meet deadlines
6. Awareness of legislative and regulatory framework relevant to the work of the program, including related sections of the Local Government Act, Swimming Pools Act, networks, agencies and practices, networks, funding sources, and current issues in the aquatics, health and fitness community facilities sectors
7. Strong interpersonal communication, collaboration and planning skills
8. Strong analytical and problem solving skills with the capacity to inspire and support innovative thinking
9. Demonstrated ability to lead and coordinate a team and its functions to achieve outcomes that address current challenges for the IWC and its commitments to the community
10. Demonstrated financial management and budgetary experience
11. Knowledge and skills in contemporary management practices, staff management, performance management, staff development, change management and quality management systems
12. Understanding and commitment to equal employment opportunities, diversity, work health and safety, ethical practice and acting with probity at all times

**Desirable Criteria:**

1. Demonstrated appreciation of the complexity of Local Government, in particular the social, political and legal frameworks within which it operates
2. Understanding of or experience with the Australian Business Excellence framework or experience in development and execution of improvement initiatives or continuous improvement
3. Extensive experience in sales and marketing of aquatics, recreation and health and fitness programs
4. Extensive knowledge of aquatics leisure and fitness operations, administration and current industry trends.

**KEY DUTIES, ACCOUNTABILITIES & RESPONSIBILITIES:**

- Develop and coordinate customer services and marketing for Aquatic Facilities including Ashfield Aquatic Centre, Dawn Fraser Baths and Leichhardt Park Aquatic Centre to support local recreation activity and participation.
- Manage membership sales and service processes for Aquatics Facilities, including regular communications with members including newsletters, advertising and offers, membership information and relevant centre notices.
- Develop and coordinate the implementation of marketing plans and activities for Aquatics Facilities programs in line with Council policy and procedures, including social media, website, print and face to face communications.
- Undertake market research for Aquatic Facilities including surveys, mystery shopping and industry analysis to ensure Council's Aquatic Facilities maintain high levels of customer satisfaction.
- Coordinate and ensure timely response and follow up of all customer feedback, reviews, complaints and suggestions.
- Manage administrative processes within the Centres including direct point of sale, cash handling and security, debit management, banking, record keeping, reporting and activities.
- Coordinate the annual review of Council's Aquatic Facilities fees and charges in collaboration with the contract manager of Council's externally managed aquatic facilities.
- Coordinate retail services including purchasing, stock control, stock take and reporting for all retail merchandise within the Centres.
- Lead internal communications as required.
- Review, evaluate and report on the Aquatic Facilities customer services and marketing as required.
- Coordinate crèche services to ensure the service meets community needs and maintain high levels of customer satisfaction

### *Financial Management*

- Assist with planning, development and management of the annual budgets to ensure cost effectiveness, achievement of budget targets and delivery of innovations.
- Communicate with Aquatics Facilities Manager and advise on status of the budget, recommend changes or adjustments in order to achieve budget targets.
- Investigate and provide recommendations on alternative income streams, operational improvements and business development.

### *Leadership and Service Management*

- Assist with the facilitation and monitoring of outcomes as required in the community strategic plan, management plans and service plans.
- Evaluate and monitor the performance of the Customer Service and Marketing department staff to ensure services provided are meeting standards expectations and commitments.
- Make recommendations for continuous improvement of systems and procedures.
- Communicate key information with the Aquatics Facilities Manager in relation to any issues which may impact upon staff, the community or service delivery.
- Provide timely reporting to the Inner West Council including weekly/ monthly operations, financial, business case information, annual reviews or other reports and information as requested from time to time.
- Conduct regular Customer Service and Marketing department staff meetings. Record minutes from meetings and take appropriate action from minutes within an accepted time frame.

### *Staff Management*

- Motivate, Support and encourage all team members in a way that is consistent with Council's principles/values policies and systems.
- Coordinate and assist with staff performance and recruitment processes including feedback performance reviews and rewards in accordance with Council policy, procedures and best practice principle.
- Ensure Council directions are clearly communicated, implemented, monitored, reported and evaluated by all staff.
- Model respectful behaviors including respect for cultural diversity through communication, messaging and personal commitment to Council values.
- Encourage staff to work together to generate creative and innovative ideas.
- Coordinate all staffing requirements for the Customer Service and Marketing department including recruitment, payroll, rostering, training and staff development.

## **KEY RELATIONSHIPS:**

**Internal:** Including but not limited to Health and Fitness department, Learn to Swim Department, Operations Department, Centre staff, IWC Council departments and stakeholders of the Aquatics facilities.

**External:** Including but not limited to service providers for learn to swim department, facilities, users of Council's community facilities, local residents, contractors, schools, clubs and local and state government agencies and organisations.

**WORK HEALTH AND SAFETY RESPONSIBILITY STATEMENT  
SUPERVISORS / TEAM LEADERS / GANGERS  
LEVEL 5**

Level 5 Supervisors, Team Leaders and Gangers have the responsibility to ensure that they perform their duties in accordance with their job description, Council's policies, procedures and safe working practices and comply with Work Health & Safety legislation. They must also ensure employees and non-employees within their area of control comply with the Work Health and Safety legislation in performing their stated duties in accordance with Council policies, procedures and safe work practices. These responsibilities are performed by:

Responsibilities	Performance Measures
<ul style="list-style-type: none"> <li>Ensuring all appropriate actions are taken to implement the Health and Safety policy, procedures to satisfy legislative requirements.</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of promotion of, and conformance with, Council policies and procedures</li> </ul>
<ul style="list-style-type: none"> <li>Ensuring regular monitoring of Health and Safety performance in the area of their responsibility.</li> </ul>	<ul style="list-style-type: none"> <li>Conducting Workplace inspections, development of a hazard register, conducting Audits where appropriate.</li> <li>Analysis of accident/incident trends</li> <li>Regular team meetings</li> <li>Use of the hazard reporting process</li> </ul>
<ul style="list-style-type: none"> <li>Commitment to WH&amp;S</li> </ul>	<ul style="list-style-type: none"> <li>Visibly showing commitment to health and safety through participation in formal and informal discussions, workplace visits and hazard inspections etc</li> </ul>
<ul style="list-style-type: none"> <li>Undertaking accident/incident investigations</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of documented and signed accident investigation forms</li> </ul>
<ul style="list-style-type: none"> <li>Liaising with Health and Safety representatives in relation to workplace Health and Safety issues.</li> </ul>	<ul style="list-style-type: none"> <li>Regular meetings with WH&amp;S rep</li> </ul>
<ul style="list-style-type: none"> <li>Improving health and safety performance</li> </ul>	<ul style="list-style-type: none"> <li>Initiating action based on audit, inspection results and feedback from staff</li> </ul>
<ul style="list-style-type: none"> <li>Undertaking regular inspections to assist in the identification of hazards</li> </ul>	<ul style="list-style-type: none"> <li>Development of a schedule of inspections</li> <li>Completed inspections</li> </ul>
<ul style="list-style-type: none"> <li>Attending health and safety meetings</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of signed/ documented minutes</li> </ul>
<ul style="list-style-type: none"> <li>Providing new employees with Health and Safety induction training and specific job training where required</li> </ul>	<ul style="list-style-type: none"> <li>Employee inductions complete.</li> <li>Evaluation of induction by employees</li> </ul>
<ul style="list-style-type: none"> <li>Facilitating rehabilitation for injured employees</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of signed return to work programs</li> <li>Selected duties register</li> </ul>
<ul style="list-style-type: none"> <li>Ensuring employee awareness of Health and Safety management systems and specific workplace hazards</li> </ul>	<ul style="list-style-type: none"> <li>Regular documented meetings with staff</li> <li>Conducting random inspections to ensure that correct WH&amp;S procedures are being implemented by staff</li> </ul>
<ul style="list-style-type: none"> <li>Providing a clear definition, in writing, of all work procedures</li> </ul>	<ul style="list-style-type: none"> <li>All work instructions are documented and provided to staff with explanation</li> </ul>
<ul style="list-style-type: none"> <li>Developing health and safety procedures</li> </ul>	<ul style="list-style-type: none"> <li>Development of specific procedures where required</li> </ul>
<ul style="list-style-type: none"> <li>Knowledge of WHS and related legislation</li> </ul>	<ul style="list-style-type: none"> <li>Attendance at training sessions</li> </ul>

**Applicant Declaration**

I, ..... have read and understood the position description for the  
**Aquatics Customer Service and Marketing Coordinator** as detailed in this document.

Signature: .....

Date:        /        /