



The City of Joondalup takes pride in being a Local Government that has been internationally recognised for providing outstanding services to the local community. A recent operations review of the City of Joondalup Leisure Centres' has brought with it exciting new employment opportunities. We are seeking highly motivated, enthusiastic team leaders who will be committed to making a positive contribution to the City and its community.

### **Team Leader Marketing & Customer Service**

- Salary: \$94,285 - \$99,679 per annum
- Plus up to 14.5% superannuation (conditions apply)
- Located at Craigie Leisure Centre
- Permanent – Full Time
- Ref No: 17-054

With change comes an exciting opportunity for an experienced Team Leader Marketing & Customer Service to join the Leisure Centre team in delivering exceptional strategic direction of the City of Joondalup Leisure Centres Brand and Customer Service operations.

The successful applicant's key responsibilities will include managing and overseeing all functions of the marketing and customer service portfolio including the provision of specialist advice, in-depth understanding and application of market research, direct and digital communication initiatives and innovations, developing customer service strategies as well as human resource and financial management.

This is an exceptional opportunity for a highly qualified individual to join a dynamic and progressive team and make a valuable contribution to our fast-growing Leisure Centres. If you are an energetic and organised team player with proven leadership experience, then this is the role for you.

Further information can be obtained by calling **Josh Wixon**, Co-ordinator Leisure Centres on **9400 4614**.

To apply, submit your resume and a covering letter online, addressing your knowledge, skills and experience relevant to the role, via our employment page at [www.joondalup.wa.gov.au](http://www.joondalup.wa.gov.au). Applications close on **Friday 22 September 2017**.

**GARRY HUNT** PSM  
**Chief Executive Officer**

*Canvassing of Elected Members will disqualify*

## POSITION DESCRIPTION/SPECIFICATION

### 1. POSITION IDENTIFICATION

<b>Title</b>	Team Leader Marketing & Customer Service	<b>Level</b>	8
<b>Business Unit</b>	Leisure and Cultural Services	<b>Position Number</b>	01432
<b>Directorate</b>	Corporate Services	<b>Date Established</b>	July 2017
<b>Reporting to</b>	Co-ordinator Leisure Centres	<b>Date Updated</b>	September 2017

### 2. KEY OBJECTIVES

- Provide specialist advice on and co-ordinate the strategic direction of the City of Joondalup Leisure Centres brand, communication and marketing initiatives and projects ensuring they contribute to the financial viability and market competitiveness of the Leisure Centres.
- Responsible for the development and implementation of Customer Service strategies to deliver on the strategic direction of Leisure Centres.
- Responsible for the daily operations of the Marketing & Customer Service portfolio.
- Undertake human resource and financial management responsibilities.

### 3. KEY ACCOUNTABILITIES

- The annual Marketing Plan is researched, developed and implemented in line with strategic business direction and objectives of the City of Joondalup Leisure Centres.
- All communication and marketing initiatives are competitively positioned against industry trends and activities with appropriate responses implemented to maintain agreed market position.
- Customer Service programs are delivered in a safe, inclusive environment in line with industry trends.
- Ensure the Leisure Centre brand's is consistent in communication and marketing initiatives and complies with corporate branding requirements.
- Ensure all human resource practices comply with City and legislative requirements and principles of EEO.
- Actively promote the City's commitment to EEO.
- Comply with OSH legislation, City protocols, procedures and other OSH related requirements, and actively support City safety systems.
- Ensure financial management and purchasing activities are undertaken in accordance with City procedures and processes.
- Ensure prompt and accurate capture of corporate information and documentation in accordance with the City's record keeping system and associated policies, protocols and practices.
- Ensure delivery of a high standard of customer service to internal and external customers in accordance with the City's Customer Service Charter and relevant protocols and procedures.

#### 4. KEY ACTIVITIES

##### **ACTIVITIES**

##### **Outcome: Marketing Strategic Functions**

- Research, develop and implement a strategic level annual Marketing Plan encompassing the whole of leisure centre activity including measurable objectives and revenue targets that achieves overall business objectives.
- Monitor and report on performance against Marketing Plan objectives.
- Develop and implement appropriate business responses inclusive of new programs and initiatives where business performance is failing to meet the Marketing Plan or overall business objectives associated with the portfolio.
- Keep abreast of leisure industry trends, programs and customer offerings to develop creative and innovative improvements to increase the competitive market position of the Leisure Centres.
- Co-ordinate the development and implementation of all marketing and communication strategies for the various portfolios for the City's Leisure Centres to ensure their continuous financial viability.
- Develop, implement and manage all results relating to the strategic direction and operational management of the Leisure Centres website, ensuring that the website meets marketing, communication and corporate objectives.
- Provide expert advice and direction related to the development and implementation of Leisure Centres strategies on all matters relating to digital marketing and social media marketing channels in collaboration with the Marketing & Communications business unit.

##### **Outcome: Marketing & Brand Management Operational Functions**

- Co-ordinate various portfolio's promotional and marketing campaigns to ensure relevance and consistency with the Marketing Plan objectives that ensures the ongoing financial viability of the Leisure Centres.
- Develop promotional opportunities and ideas from conception through to delivery utilising market research results, trends and other contemporary marketing techniques.
- Develop, implement and manage appropriate processes and procedures to ensure efficient and effective communication and marketing of the Leisure Centres programs, services and projects.
- Implement customer research strategies and interpret and analyse data to evaluate the effectiveness of various marketing and communication strategies.
- Oversee the development and maintenance of the Leisure Centres website and associated social media platforms.
- Develop and implement strategies to ensure the Leisure Centres brand and identity is reflected in all marketing campaigns undertaken by the Leisure Centres.
- Develop and maintain positive relationships with internal and external stakeholders to enhance the Leisure Centres reputation and brand.

##### **Outcome: Customer Service**

- Co-ordinate the development, implementation and evaluation of customer service initiatives across the Leisure Centres to meet strategic and operational needs.
- Ensure customer service strategies, initiatives, policies, protocols, procedures and practices are designed and implemented to achieve consistent delivery of the best practice customer service principles.
- Develop, implement and monitor customer service performance indicators that measure the desired level of service and, where improvement is required, facilitate the necessary remedial actions necessary.
- Undertake regular reviews of systems and procedures to identify efficiencies relevant to customer service and frontline service provision.
- Co-ordinate the development and implementation of systems relating to point of sale software, business improvements and associated technology software to support business processes and improvements.

- Oversee the daily operations of the Customer Service team.
- Oversee the successful operation of the Retail Pro Shop including establishing and monitoring sales and income to achieve financial objectives.

**Outcome: Human Resource Management**

- Oversee the development and implementation of rostering arrangements across the Marketing & Customer Service portfolio to ensure maximisation of an efficient and effective employee resources including casual resource allocation.
- Undertake recruitment and selection process.
- Ensure employees work in a safe manner.
- Set performance targets and development plans for employees.
- Monitor and manage performance of employees by providing appropriate feedback in accordance with the City's Performance Appraisal System.
- Provide leadership, coaching and on-the-job training for employees.
- Implement and support City EEO initiatives to assist team understanding and compliance with EEO legislation, practices and City protocols.

**Outcome: Occupational Health and Safety**

- Responsible for ensuring that a safe environment is maintained for both employees and customers.
- Responsible for resolving occupational safety and health issues in consultation with the relevant OSH Representatives and the City's HR Advisor Safety & Risk Management.
- Implement emergency response in accordance with the established responsibilities and procedures contained in the Emergency Response Plan.
- Report any incidents, unsafe practices, accidents and or injuries.
- Report any maintenance, cleaning or hazards immediately.
- Identify hazards, assess and control risks in accordance with established safety and health standards, policies and procedures.

**Outcome: Financial Management and Administration**

- In conjunction with the Co-ordinator Leisure Centres develop the annual budget for the Marketing & Customer Service portfolio in accordance with corporate financial requirements and timelines.
- Monitor and review the budget income and expenditure on a regular basis, including the midyear review, to ensure conformity with budget outcomes.
- Provide monthly reports including trends and variations.
- Undertake procurement activities including raising purchase requisitions and processing invoices.
- Undertake projects relating to the Marketing & Customer Service portfolio.
- Undertake project management tasks including setting priorities, establishing objectives and milestones, estimate times and scheduling activities.
- Prepare relevant project reporting documentation.
- Deliver projects in accordance with agreed scope, timeframes and budgets.
- Proactively contribute to the development and implementation of Leisure Centre's business and operational plans.
- Identify areas for improvement to the Marketing & Customer Service portfolio and develop recommendations and plans for implementation in consultation with the Co-ordinator Leisure Centres.
- Perform other duties as requested within the scope of this level and in accordance with skills, knowledge and experience.

## 5. **WORK RELATED REQUIREMENTS / SELECTION CRITERIA**

Essential Skills, Knowledge, Experience and Qualifications:

### **Skills:**

- Highly developed organisational and time management skills, with proven ability to effectively prioritise multiple tasks to meet deadlines and achieve desired outcomes.
- Highly developed interpersonal, conflict resolution and negotiation skills to positively manage customer relationships.
- Highly developed, leadership, coaching, feedback and people management skills.
- Highly developed business planning skills.
- Highly developed analytical problem solving and research skills, including the ability to initiate, influence, monitor and evaluate new and existing communication and marketing strategies.
- Highly developed ability to develop and sustain effective industry and stakeholder relationships.
- Highly developed budget development and implementation skills.
- High level written communication skills, with proven ability to research and analyse data/information to ensure clear and concise reports and correspondence are prepared.
- Highly developed computer literacy/keyboard skills including the Microsoft suite of programs (Word, Excel, PowerPoint, Outlook, etc).

### **Knowledge:**

- Comprehensive knowledge of marketing strategy and communication principles.
- Comprehensive knowledge of digital marketing principles and strategies.
- Comprehensive knowledge of promotions, branding and design principles.
- Comprehensive knowledge of customer service strategies, including customer advocacy and complaint management.
- Comprehensive knowledge of business planning, implementation and monitoring.
- Comprehensive knowledge of point of sale management systems.
- Substantial knowledge of human resource management practices and occupational safety and health legislation.
- Substantial knowledge of budget preparations and monitoring.

### **Experience:**

- Extensive experience in developing, implementing and evaluating innovative marketing, promotional and communication strategies and projects including digital marketing.
- Extensive experience in stakeholder management.
- Extensive experience in the development and implementation of customer service strategies.
- Extensive experience in human resource management.
- Extensive experience in developing and managing budgets.

### **Qualifications/Clearances:**

- Tertiary qualification in marketing or equivalent experience.
- Current Senior First Aid certificate. including CPR (HLTAID003 and HLTAID001)
- Current WA C Class Drivers Licence.
- Current National Police Clearance certificate.

6. **EXTENT OF AUTHORITY**

- Has significant delegated authority and manages a major multi-disciplinary program.
- Develops/implements/evaluates program goals; accounts for quality, cost effectiveness and timelines of projects/programs.
- Use analytical skills; appreciates long term goals of organization.
- Decisions and actions taken at this level may have significant effect on programs being managed.

7. **WORKING RELATIONSHIPS**

**Level of Supervision:**

- Works under limited direction.

**Internal:**

- Leisure Centre employees.
- Leisure & Cultural Services business unit.
- Marketing & Communications business unit.
- Information Technology business unit.
- Human Resources business unit.
- Financial Services business unit.

**External:**

- Members of the Leisure Centres.
- Casual users of the facilities and the general public.
- Community groups and sporting clubs.
- Emergency service providers.

8. **POSITION DIMENSIONS**

NUMBER OF EMPLOYEES DIRECTLY REPORTING TO POSITION	3 plus oversight of a large workforce of casual employees
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