

CUSTOMER SERVICE TEAM LEADER

CLASSIFICATION: Band 4

OCCUPANT: Vacant

DATE: December 2025

POSITION CONTEXT & OBJECTIVE(S):

The Membership Services Team Leader will be responsible for the provision of quality customer service to members, casual users and the community. The position will involve responsibility for administering high quality, professional and client focused service to members and guests including management of the centres membership database software programs, and providing feedback and advice to the Service Manager and Senior Operations coordinator in regards to performance of membership and retention programs.

KEY RESPONSIBILITIES AND DUTIES:

1. **Membership Services**
 - Supervise implementation of member attraction, retention and loyalty systems.
 - Provide sales and retention training to staff.
 - Work with the Fitness & Customer Relations Coordinator in the development, implementation and evaluation of member surveys and/or mechanisms that enable measurement of member satisfaction.
 - Monitor the Centre's membership acquisition and retention programs and provide advice to the Service Manager and coordinators on performance against benchmarks.
2. **Customer Service**
 - Ensure the provision of high quality direct customer services to users, clubs and organisations and other external customers of the Centre ensuring the Member Journey is implemented and monitored.
 - Co-ordinate the follow up on all commitments made to external customers including responding in a timely manner to requests, enquiries, and complaints through direct contact or through other forms of media.
 - Co-ordinate assistance to users in terms of completing necessary documentation to allow for their participation in desired programs and activities.
 - Provide leadership and direction to the customer service staff to develop a cohesive and high performing team.
 - Ensure efficient and effective cashiering and administrative services that meet Council and customer requirements and procedures.
 - Maintain accurate purchasing, delivery, stock taking and receipting of retail items.
 - Supervise the efficient and effective operation of the computerised Point of Sale and reporting systems.
 - Maintain the presentation of the reception/ foyer area to agreed standards and expectations.
3. **Operations**
 - Supervise the daily operation and activities of the customer services team to ensure professional work practices and quality standards of service delivery are maintained at all times.
 - Implement upgrades and improvements to the centre's databases and provide training to staff.
 - Assist with marketing, front of house presentation, corporate branding, membership promotions and outreach programs in line with the centres marketing plan and strategy.
 - Undertake Centre Operational/Customer Service shifts as rostered, noting that staff will be consulted on any changes to the roster as per the Award/Enterprise Agreement.
4. **Human Resources**
 - Assist with the recruitment, selection and management of suitably qualified team staff.
 - Provide direction and support to implement team staff training and development needs.
 - Supervise team staff rosters and work flow and verify and process time sheets in line with approved budgets.
 - Conduct annual performance management reviews with team staff and meet quarterly on the performance management plans.
5. **Finance and Administration**
 - Provide advice in the development of budgets and business plans for the membership services function as required.
 - Ensure maintenance of effective relevant administration systems including stock.
 - Ensure staff are well informed through regular communication with up to date information on AquaZone and Council matters, including information on performance and service levels.

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- Maintain accurate record keeping procedures.

KEY SELECTION CRITERIA:

All applicants are required to respond to the following bullet points in their application:

- Knowledge and experience around the provision of membership services in a public leisure facility.
- Knowledge and experience around the provision of customer services in a public leisure facility.
- Capacity to work within, lead the development of complex and high performing teams.
- Demonstrated experience administering database and CRM programs

The qualifications, skills and experience outlined in this position description are ideals to which the occupant will aspire. Unless specifically stated, they are not absolutely essential.

GENERAL EMPLOYMENT PROBITY CHECKS:

The incumbent must have and maintain a current Fit2Work (Police Records):

☒ YES

The incumbent must have and maintain a Working with Children Check:

☒ YES

ORGANISATIONAL RELATIONSHIPS:

Reports to:	Fitness & Customer Relations Coordinator
Supervises:	Customer Service Officers
Internal Contacts:	Other Council Staff
External Contacts:	Centre Patrons, Contractors and Community Groups

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

- Achieving in consultation with the Health & Fitness Coordinator program objectives and satisfactory performance of the membership and customer service functions.
- Providing timely feedback to the Health & Fitness Coordinator regarding performance of the functions of responsibility.
- The quality and efficiency of information provided to Centre patrons and the public.
- Uphold and enforce centre conditions of entry. Vary service delivery of functions of responsibility within clear objectives. Free to act within clear policies and procedures but advice and guidance is always available.

JUDGEMENT AND DECISION MAKING:

- Support the Fitness & Customer Relations Coordinator monitoring and evaluating the efficiency and effectiveness of membership and customer services.
- The ability to problem solve and under the advice of the Health & Fitness Coordinator implement techniques to new situations.

SPECIALIST KNOWLEDGE AND SKILLS:

- A strong and demonstrated ability to administer a client database or CRM software.
- Experience in acquisition and retention of members in a recreational environment.
- Intermediate skills in Microsoft Excel.

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MANAGEMENT SKILLS:

- Ability to manage time effectively, set priorities, plan and organise work to meet specific objectives.
- Skills in providing guidance, advice and training to staff on Centre administrative procedures and systems.
- Ability to work under pressure and maintain a consistent approach to the public.

INTERPERSONAL SKILLS:

- The ability to motivate and develop staff, through mentoring and coaching.
- The ability to analyse data and produce reports.
- Ability to gain co-operation and assistance from members and guests.
- Well-developed written and verbal communication skills.
- Ability to work in a team environment and work autonomously as required.

QUALIFICATIONS AND EXPERIENCE:

- Lifeguard
- Level 2 First Aid
- Min 12 months experience in managing client databases
- Min 12 months experience working in a demanding customer service environment
- Working with Children checks.

TERMS AND CONDITIONS OF EMPLOYMENT:

The Terms and Conditions in this Position Description are to be read in conjunction with the Warrnambool City Council Enterprise Agreement.

AGREEMENT:

I accept and agree to the duties in this Position Description. I understand that this Position Description is to be read in conjunction with the General Terms & Conditions of Employment and I agreed to abide by the terms and conditions stipulated therein.

Name:	
Signature:	
Date:	