

JOB DESCRIPTION

Job Title: Customer Experience Advisor

Reports to: Duty Manager/Club Manager

Your main role and responsibilities:

- To ensure the highest standards of 'customer excellence' are always delivered across a range of customer focused functions including front of house, contact centre, and café.
- Carry out concierge duties at front of house, welcoming, engaging with and directing customers and visitors.
- Delivers a high quality standard of food and beverage service, preparing hot and cold food and beverages whilst maintaining food hygiene and health and safety procedures.
- Responding to contact from new and current customers through the 1610 contact centre functions. Responses could include on the phone, social media, and email.
- To drive and lead on membership sales through customer contact at centre, sales calls and outreach events.

What you will do:

- Ensure the highest standards of 'customer excellence' are always delivered when customers, visitors, students and staff visit the centre ensuring that a 'more than you expect' and 'can do' customer service approach is delivered. This will include the training of staff, the maintenance and development of service standards and the on going challenge to deliver a high quality customer experience at all times.
- Ensure the front of house area, café and contact centre is presentable; that all promotional material on display is up to date, carrying out cleaning duties as required.
- Respond appropriately to customer enquiries and feedback in person and by phone/email and social media. Collates and reports on complaints, compliments and suggestions.
- Resolve problems by addressing issues, exploring outcomes and alternative solutions, putting solutions in place and escalating problems if necessary.
- To be fully up to date with product knowledge to ensure that all services can be promoted and customer experience can be enhanced.
- Explain and sell membership packages, promotions, services and activities available to a diverse range of customers with different needs and aspirations using appropriate communication skills to maximise income/uptake and usage.

- Promote sport courses to members and within the community. Is responsible for the undertaking the administration associated with sport courses.
- Actively use social media to promote centre and to engage with customers. Keep posts up to date and fresh.
- Support the delivery of membership sales and promotions for the centre, ensures personal results and targets are recorded and evaluations on performance produced and actively be involved in outreach activities off site.
- Administer memberships including management of cancellations, generation of new leads and conversion of casual users into members.
- Operate the MIS management information system, recording of information regarding individual, group and card holder users, taking bookings, enrolling learners and users; maintains records and registers as required; operating internal security system and procedures; complying with data protection requirements, cleansing & purging the system
- Undertake the administration and process for handling Direct Debit payments. Assists in the management of debt and debt collection
- Sell stock and consumable to customers on request, eg shuttle cocks, swimming goggles and bottled water.
- Use the Public Address System to give out messages as appropriate and where installed
- Where trained to do so, administer first aid as required.
- Adhere to 1610 H&S policies and procedures e.g. ensure all visitors, including contractors, sign in and out of the centre, wear visitor badges during their visit and 'permits to work' are issued where appropriate.
- Undertake cashiering duties – receiving cash from customers for course/admission fees, hire charges, sales; ensuring that all financial transactions are reconciled in accordance with the Trust's finance policy and procedures.
- Ensure revenue protection procedures are enforced including validating proof of purchase and membership eligibility, reclaiming unpaid fees and undertaking cancellations.
- Undertake end of shift computer/till cash transaction readings and reconciliation in line with the Trust's finance policy and procedures, ensuring safe storage of monies/documentation in line with 1610's QMS policies
- Carry out general office duties as required of a clerical and administrative nature, eg word processing, filing, inputting data, providing statistics. Receive deliveries for the centre, maintaining procedures for logging these and returning items to suppliers when faulty or at the direction of the line manager.
- Monitors stock daily and weekly, performing price checks to all beverage items sold, reviews inventories, manages money, and maintains a presence in the café.
- Ensures that all stock is kept in good condition and stock rotation is controlled.

- Meets all sales targets and key performance indicators.
- Assists and carryout daily and weekly stock orders.
- Keeps up to date with relevant legislation and takes responsibility for the café area in the premises, applying current and new laws related to food and beverage.
- Decides when to use particular equipment. Health and safety considerations have to be managed e.g. hot food, drink spillages and user behaviours.
- Comply with the requirements of the Data Protection Act and GDPR 2018 i.e. it is the responsibility of individual staff members to protect data and to take all reasonable steps to ensure all data is kept securely.
- Attend staff meetings and actively take part in any relevant staff development programmes and reviews/job chats, including being accountable for specific responsibilities linked to job role and position level.
- Comply with the 1610's policies and procedures including Quality Assurance, Health and Safety Legislation, Safeguarding Children and Vulnerable Adults and those covering all aspects of Equality and Diversity.
- Any other duties reasonably requested, this may include other areas of the business.

Equality and Diversity:

Every member of staff will exhibit inclusive behaviours, practices and attitudes to ensure every potential user feels welcomed, valued and able to make use of the programme on offer and full range of facilities.

All staff will support the social, emotional, physical and well being aspects of each user's activity every time they visit.

Person Specification:

Essential:

- 4 GCSEs or relevant experience
- Pleasant courteous personality
- Excellent customer service skills
- Excellent communication skills, both written and spoken, as well as the ability to listen
- High standard of IT literacy
- Experience of working in a customer service environment
- Self motivated and punctual
- Smart appearance, pride in approach to work
- Team player
- Flexible working hours are required (including a rota of early mornings, evenings and weekends)
- Embraces and demonstrates the 1610 values of:
 - Showing diversity
 - Inspiring others
 - Going the extra mile
 - Bringing ideas to life

Desirable:

- Able to use CRM systems
- ITQ Level 2.
- Understanding of national and local Sports and Fitness agendas.
- NVQ 2 in Leisure Operations or Customer Service.
- Qualified First Aider (Appointed person)
- Sales experience
- Food handlers certificate level 1