CVM

CITY VENUE MANAGEMENT

POSITION DESCRIPTION

Position Title:

Customer Experience Manager

Position Classification:

Fitness Industry Award

OUR PURPOSE

CREATE EXPERIENCES THAT DELIGHT AND ENGAGE.

At City Venue Management (CVM), every person plays an important role in creating experiences that delight and engage. Our truths are unique to us, they shape how we behave and underpin our purpose. As an employee of CVM you are expected to model behaviour aligned with our truths:

FUN AND ENERGY ARE CONRAGIOUS

Positivity feeds positivity, smiles provoke smiles

People are drawn to environments that are challenging yet enjoyable

Don't wait for others to infect you. "BE THE SOURCE"

NEW KNOWLEDGE DRIVES PROGRESSION

We grow by seeking internally and externally

Education, experience, observing, practicingDon't wait for others to

Seek to understand "BE CURIOUS"

COLLABORATION ENABLES CREATIVITY

Diverse teams working toward common goals develop unique solutions

Respectful, passionate disagreement and refined ideas lead to innovation

Integrated teams leverage "COLLECTIVE GENIUS"

SIMPLICITY ALLOWS AGILITY

It's simple to make things complex and complex to make them simple

Strive to find practical solutions to challenging problems

Big organisations can be fast, "FLEXIBILITY CREATES FREEDOM"

MATURITY IS NOT AN AGE

Empowered to do what you like, maturity is to do what is right

Resilience, compassionate, dependable, courageous

The ongoing commitment to remain consistent "EMBRACE OWNERSHIP"

Position Purpose:

The Customer Experience Manager is responsible for leading and improving the end-to-end customer experience across the venue. The role sets service standards, develops team capability, and ensures a consistent, high-quality experience across all customer touchpoints.

This role leads the Customer Service team and works across all departments to lift customer experience standards.

Relationships:

Reports to:
Facility Manager

Staff responsibility:
Customer Service Team

Key internal relationships:
- Heads of Department
- Centre staff
- Trainees
- Head of Retail

Key external relationships:
- Centre Patrons
- Local Government
- Schools
- Businesses
- Community Groups

Key areas of Responsibility:

Customer Experience Leadership

- Own and drive the customer experience across all areas of the venue
- Set and maintain clear service standards
- Manage customer feedback, complaints, and escalations

Customer Service Operations

- Lead and develop the Customer Service team
- Set expectations and standards for how enquiries, follow-ups, and customer communication are handled
- Monitor quality and timeliness of customer interactions and provide coaching where required
- Act as escalation point for complex customer issues

Recruitment, Training & Capability

- Lead recruitment for Customer Service roles, including screening, interviewing, and selection
- Ensure new hires align with CVM's customer service standards and behaviours
- Oversee and deliver structured onboarding and inductions for Customer Service staff
- Ensure all new team members are trained to confidently perform their role and deliver a high-quality customer experience
- Monitor early performance and provide coaching to support successful integration into the team

Sales & Engagement

- Set expectations and standards for how enquiries are converted into memberships and programs
- Monitor conversion performance and identify opportunities to improve customer engagement and retention
- Coach staff to confidently promote programs, upsell services, and engage customers effectively

Collaboration

- Work closely with Operations and Swim School Managers to embed consistent service standards across the venue

Retail, Merchandising & Venue Presentation

- Oversee retail presentation and merchandising standards across the venue
- Ensure retail displays and customer-facing areas are visually appealing, organised, and aligned with CVM standards
- Support retail performance through effective product presentation and promotion
- Promote and maintain high presentation and cleanliness standards across customer-facing areas of the facility
- Contribute to creating a welcoming and professional environment for all patrons and visitors

What Success Looks Like:

- Customers consistently receive a friendly, professional and engaging experience
- Customer complaints are low and resolved quickly and effectively
- The Customer Service team is well-trained, confident, and consistent
- Enquiries, follow-ups, and customer communication are timely and professional
- Service standards are consistently delivered across all departments
- The role is recognised as the leader of customer experience on site

Qualifications:

Required:

- Blue Card
- CPR
- First Aid
- Swim Teacher
- Pool Lifeguard

Desirable:

- Customer service leadership experience
- Aquatics or recreation industry experience

Key Competencies:

- Customer focus
- Leadership & coaching
- Communication & influence
- Problem solving

Legal Requirements:

QLD CHILD PROTECTION ACT

It is an offence under the QLD Child Protection Act 1999 for a person convicted of a serious offence to apply for or perform this position. The QLD "Child Protection Act 1999 requires the following to be completed:

- Any person in this position must hold and maintain a current Positive Notice and Blue Card from the Commission for Children & Young People & Child Guardian.

DUTIES UNDER WH&S ACT

Under the Work Health & Safety Act 2011 an employee, whilst at work, must:

A. Take reasonable care for his or her own health and safety; and
B. Take reasonable care that his or her acts or omissions do not adversely affect the health and Comply, so far as the employee is reasonably able, with any reasonable instruction that is
C. given by the person conducting the business to allow the person to comply with this Act; and safety or other persons; and
D. Co-operate with any reasonable policy or procedure of the person conducting the business relating to health or safety at the workplace that has been notified to employees.

Acknowledgement

By accepting this position, I acknowledge that I have read and understand the expectations of this role as outlined in this position description.

I understand that I am required to comply with all City Venue Management policies and procedures, and that these form part of my employment obligations.

I confirm that I will act in accordance with these requirements at all times.