CVM

CITY VENUE MANAGEMENT

POSITION DESCRIPTION

Position Title:

General Manager of Customer Experience Gold Coast

Position Classification:

Non-Award Covered

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 General Manager – Customer Experience is responsible for leading customer experience strategy, standards and performance across CVM's Gold Coast facilities.

The role provides regional functional leadership to Customer Experience Managers and works closely with Facility Managers and site leadership teams to deliver a consistent, high-quality customer experience across all customer touchpoints. The role drives strategies that improve customer engagement, participation, retention and commercial performance while ensuring customer-facing standards are consistently applied across the region.

Using customer feedback, performance data and operational insights, the role identifies opportunities to improve the customer journey, strengthen service capability and simplify customer-facing processes. Facility Managers retain overall accountability for the operation and performance of their individual facilities.

RELATIONSHIPS

Reports to: Director - Gold Coast

Staff responsibility: Customer Service Team at Home Venue

Key internal relationships:

- Facility Managers
- Customer Experience Managers
- General Managers
- Swim School, Operations and other site leaders
- Marketing
- Commercial and Finance
- People & Culture and Learning & Development
- Site Support teams

Key external relationships:

- Customers and members
- Council stakeholders
- Schools, clubs and community groups
- Local businesses and partners

KEY RESPONSIBILITIES

Customer Experience Leadership

- Lead the regional customer experience strategy and establish clear priorities across Gold Coast facilities.
- Establish and maintain consistent customer service standards across facilities and customer touchpoints.
- Work with Facility Managers and site leadership teams to embed a strong customer-first culture across all departments.
- Maintain regular visibility across facilities to assess customer experience standards, identify opportunities and support site leaders.

- Ensure customers receive consistent, professional and engaging service across reception, programs, communications and facility interactions.
- Lead regional customer experience initiatives designed to improve the overall customer journey.
- Ensure customer experience standards are reflected consistently in facility presentation, cleanliness, merchandising and customer-facing environments.

Customer Performance & Insights

- Monitor customer feedback, complaints, satisfaction, service trends and customer experience KPIs across the region.
- Act as the senior functional escalation point for significant, complex or unresolved customer matters.
- Support Facility Managers and site leaders to resolve customer complaints professionally, consistently and in a timely manner.
- Identify recurring customer issues and work with relevant leaders to address underlying causes.
- Analyse customer feedback and performance data to identify trends, risks and opportunities.
- Provide reporting, insights and recommendations to senior leadership to support informed decision-making.
- Use customer insights to identify opportunities to improve services, processes and customer outcomes.
- Ensure customer feedback is appropriately communicated to relevant teams and translated into practical improvements.

Customer Engagement, Retention & Commercial Performance

- Drive regional strategies to improve enquiry conversion, customer participation, memberships and retention.
- Monitor customer-related commercial performance and work with site leaders to address areas below expectation.
- Promote effective lead management, customer follow-up and retention practices across facilities.
- Work with Facility Managers, program leaders and Marketing to support promotions, campaigns and customer engagement initiatives.
- Identify opportunities to increase participation and cross-promote CVM programs and services.
- Support site teams to understand the relationship between customer experience, participation, retention and commercial performance.
- Identify customer experience opportunities that can contribute to increased revenue, engagement and long-term customer value.

Leadership & Customer Experience Capability

- Provide functional leadership, coaching and support to Customer Experience Managers across the Gold Coast region.
- Establish clear expectations for customer experience performance, service standards and accountability.

- Build the customer service capability of leaders and customer-facing teams through coaching, training and development.
- Work with Learning & Development and site leaders to support consistent onboarding and customer service training.
- Identify capability gaps and support the development of emerging customer experience leaders.
- Contribute to succession planning and development of customer experience capability across the region.
- Share successful practices and drive consistency across facilities.
- Support Facility Managers and site leaders to take ownership of customer experience outcomes within their facilities.

Continuous Improvement & Customer Journey

- Identify opportunities to simplify and improve customer-facing systems, processes and communication.
- Lead the implementation of regional customer experience improvements and initiatives.
- Review customer journeys and identify points of friction that may negatively impact engagement, satisfaction or retention.
- Promote effective use of technology to improve service delivery, communication and customer engagement.
- Identify opportunities to improve consistency across customer touchpoints, systems and communications.
- Use customer feedback and data to measure the effectiveness of improvement initiatives.
- Ensure successful customer experience initiatives are appropriately implemented and embedded across the region.

Collaboration & Regional Integration

- Work collaboratively with Facility Managers while recognising their overall accountability for individual facility operations.
- Partner with Marketing, Operations, Swim School, Commercial, Finance and other support teams to deliver coordinated customer initiatives.
- Facilitate collaboration between Customer Experience Managers and other site leaders to share knowledge and resolve recurring customer issues.
- Contribute customer insights and regional trends to business planning, service development and commercial strategy.
- Identify opportunities for customer experience initiatives to support broader CVM operational and commercial priorities.
- Ensure customer experience activities comply with CVM policies, contractual requirements and relevant legislation.

WHAT SUCCESS LOOKS LIKE

The General Manager – Customer Experience is successful when:

- Customers receive a consistently high-quality experience across Gold Coast facilities.

- Customer satisfaction improves and complaints are managed effectively, with recurring issues reduced.
- Customer Experience Managers are capable, accountable and consistently delivering expected standards.
- Facility leaders actively own and contribute to customer experience outcomes.
- Enquiry conversion, participation and customer retention improve.
- Facilities maintain consistently high standards of presentation, cleanliness and merchandising.
- Customer experience decisions are supported by data, customer feedback and meaningful performance measures.
- Successful customer experience initiatives are implemented consistently across the region.
- Customer-facing processes are simple, effective and aligned across facilities.
- Customer experience contributes positively to participation, retention and commercial performance.

QUALIFICATIONS

Required:

- Current Blue Card
- Pool Lifeguard Certificate
- First Aid and CPR
- Demonstrated senior leadership experience within customer experience, leisure, aquatics, fitness, hospitality, retail or another service-based environment.
- Experience leading customer service performance across multiple teams or locations.
- Demonstrated ability to improve customer satisfaction, engagement, retention or commercial performance.
- Strong stakeholder management, analytical and communication capability.

Desirable:

- Qualification in Business, Customer Experience, Marketing, Sports Management or a related discipline.
- Aquatic, leisure or recreation industry experience.
- Experience with customer relationship, membership or booking systems.
- Experience in retail and merchandising.

KEY SKILLS AND EXPERIENCE

- Customer Experience Leadership: Creates and embeds high customer experience standards across multiple facilities.
- Leadership & Influence: Builds accountability and effectively influences leaders and teams across the region.
- Commercial Awareness: Understands the relationship between customer experience, participation, retention and revenue.
- Communication & Relationship Building: Builds strong relationships with customers, teams and stakeholders.

- Coaching & Development: Develops capable leaders and high-performing customer-facing teams.
- Data & Decision Making: Uses customer and performance data to identify priorities and drive improvement.
- Problem Solving: Manages complex issues calmly and makes sound, balanced decisions.
- Continuous Improvement: Identifies practical opportunities to simplify processes and improve customer outcomes.

ALIGNMENT TO OUR 5 TRUTHS

Fun and Energy are Contagious: Creates a positive and engaging customer experience that builds connection, participation and loyalty across CVM facilities.

New Knowledge Drives Progression: Continually develops knowledge of customer expectations, service trends, technology and industry practices and uses customer insights to improve the experience.

Collaboration Enables Creativity: Works across facilities, departments and support teams to solve customer problems, share ideas and develop better ways of engaging customers.

Simplicity Allows Agility: Looks for practical ways to simplify customer journeys, systems, processes and communication while maintaining appropriate controls and service standards.

Maturity is Not an Age: Demonstrates sound judgement, resilience, accountability and professionalism when managing complex customer matters, stakeholder expectations and competing priorities.

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

- The position holder must:
- Take reasonable care for their own health and safety.
- Take reasonable care that their actions or omissions do not adversely affect the health and safety of others.
- Comply with reasonable workplace health and safety instructions.
- Cooperate with CVM policies, procedures and safe systems of work.
- ACKNOWLEDGEMENT

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.