



CUSTOMER EXPERIENCE MANAGER

JOB & PERSON SPECIFICATION

OCTOBER 2025

POSITION DESCRIPTION

WEST BEACH PARKS

Position Description

CUSTOMER EXPERIENCE MANAGER

POSITION

Position Title:	Customer Experience Manager
Department:	Marketing, Sales and Customer Experience
Responsible To:	General Manager – Marketing, Sales and Customer Experience
Classification Level:	8

POSITION PURPOSE

Primary Purpose of Role:	The Customer Experience Manager leads the customer experience team in delivering seamless and unforgettable customer experiences across our two accommodation properties and the golf park. With a strong focus on service excellence, they maintain strong relationships with key customers and serve as the voice of the customer within West Beach Parks. Leading the day-to-day delivery of the customer experience, they create an environment where both customers and team members love spending time. A key aspect of this role is ensuring that West Beach Parks' Customer Experience Standards are consistently delivered and maintained by the team. This includes leading by example, monitoring service quality, providing coaching and feedback, and fostering a culture that prioritises exceptional customer experiences across all touchpoints.
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ABOUT WEST BEACH PARKS

Our Vision:

To be Australia's favourite Tourism, Sport and Leisure destination for everyone

Our Purpose:

To care for and enhance West Beach Parks for current and future generations

Strategic Priorities:



Our Destination: *We will continue to drive the evolution of West Beach Parks for the benefit and enjoyment of everyone*



Our Community: *We will build and preserve genuine relationships within our Community, and continue to create inclusive environments for everyone*



Our Environment: *We will ensure that environmental sustainability is at the heart of everything we do*



Our People, Our Business

We will invest in our people and our business, and ensure long-term financial sustainability

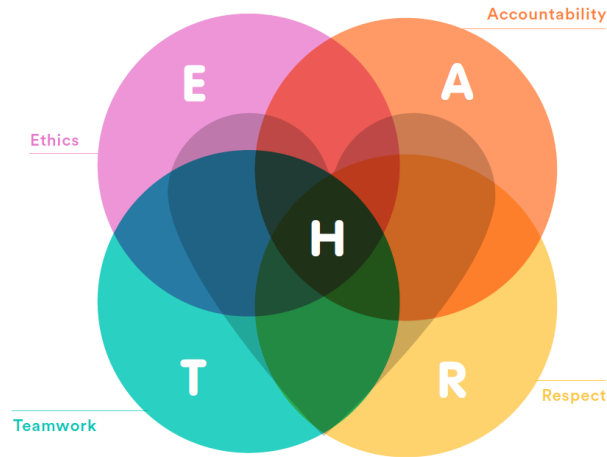


Our Values

HEART

[H]EART is the collection of our Values: Ethics, Accountability, Respect and Teamwork that we are proud to live by everyday.

This HEART framework describes our way of operating, our actions, the pulse of our organisation.



ETHICS

We do the right thing

To demonstrate Ethics, I

- Do what I say
- Value what we stand for
- Do the right thing
- Act consistently and with integrity
- Care and follow the rules

ACCOUNTABILITY

We own our actions and behave responsibly

To demonstrate Accountability, I

- Learn from my mistakes
- Use my skills to do my job
- Am proud of what I do
- Own the decisions I make
- Deliver on my promises

RESPECT

For our visitors, each other and our environment

To demonstrate Respect, I

- Appreciate the differences in our teams
- Help visitors and our team
- Look after and protect the environment
- Listen to what others have to say
- Am polite and kind to others

TEAMWORK

We work together to create and deliver a great visitor experience

To demonstrate Teamwork, I

- Contribute my best
- Work for our common goals
- Am open and supportive of others
- Recognise others for their work
- Share and celebrate success



POSITION KEY RESULT AREAS

Key Result Areas	Responsibilities	Measures
Customer Experience (CX)	Lead and Elevate the Customer Experience Oversee all aspects of the customer journey to ensure every interaction reflects West Beach Parks' (WBP) standards of excellence. Create a seamless, memorable, and enjoyable experience. Champion Feedback and Continuous Improvement Manage customer feedback channels (e.g., surveys, reviews, customer relationship management data) to identify trends, insights, and opportunities. Use this information to drive improvements in service quality, consistency, and customer satisfaction. Ensure Operational Excellence Guide and support the day-to-day operations of the CX team to uphold service standards, operational consistency, and financial accountability. Ensure all customer-facing team members are well-trained, engaged, and empowered to deliver outstanding service. Resolve Issues and Strengthen Relationships Lead proactive service recovery and issue resolution, ensuring outcomes enhance customer trust and loyalty. Foster Collaboration and Culture Work closely with housekeeping, maintenance, golf (greenkeeping team), food and beverage, and other departments to deliver an integrated and consistent experience. Drive Innovation and Engagement Introduce new tools, technologies, and programs to enhance satisfaction, emotional connection, and ease of experience.	- Improvement in Net Promoter Score (NPS), Global Review Index (GRI), and customer sentiment scores. - Consistent achievement of service delivery key performance indicators (KPIs). - Increase in repeat and direct bookings. - Reduction in complaints and faster issue resolution. - Growth in positive reviews highlighting personalisation or service excellence. - High staff engagement and participation in CX initiatives.



Key Result Areas	Responsibilities	Measures
Customer Operations	Accommodation Operations - Oversee the daily operations of accommodation services, ensuring the efficient and professional management of customer arrivals, departures, reservations, allocations, and billing. - Respond promptly and effectively to customer feedback, and complaints before, during, and after their stay. - Maintain strict adherence to cash handling, billing, and credit policies to ensure financial accuracy and accountability. - Ensure full compliance with operational policies and procedures and brand standards. - Oversee VIP customers, group bookings, and special requests to ensure personalised service and attention to detail. Golf Pro Shop Operations - Provide strategic oversight of golf operations, ensuring alignment with WBP and The Pat GC's brand, vision, and customer experience objectives. - Act as the escalation point for all golf-related customer complaints. - Oversee financial performance of the pro shop, review purchasing, vendor contracts, and merchandise orders to ensure profitability and operational efficiency. - Ensure full compliance with operational policies and procedures and brand standards.	- Achievement of service delivery, NPS, and GRI targets across accommodation and the pro shop. - Reduction in customer complaints and increased positive sentiment across channels. - Financial performance targets met or exceeded within accommodation and the pro shop. - Compliance with all operational and financial standards. - Improved collaboration and communication between operational teams.
Activities and Event Management	Oversee Onsite Activities and Events Provide strategic direction and oversight of all customer-facing activities and events across accommodation precincts and the golf park to ensure they deliver value, enjoyment, and align with WBP brand and service standards. Plan and Support Event Delivery Partner with the Activities and Events team to develop a well-balanced annual calendar that is inclusive, engaging, and reflects customer interests and seasonal trends. Ensure Quality and Brand Consistency Monitor event quality and presentation to ensure alignment with customer expectations and brand standards. Provide guidance on tone, theming, and execution as needed. Review and Improve Programs Regularly analyse participation data, guest feedback, and satisfaction metrics to identify opportunities for enhancement and innovation.	- Increased customer satisfaction and engagement with activities and events (via surveys and feedback). - Growth in participation rates and positive sentiment in guest reviews. - Strong coordination and communication across departments. - Annual activity calendar reviewed and aligned with customer segments and seasonal demand.



Key Result Areas	Responsibilities	Measures
Financial/ Reporting	- Manage and report on the financial performance of departments on a monthly basis (this will include undertaking stocktakes and cost of goods sold). - Manage departments cost control measures to achieve financial targets. - Ensure all financial and data reporting is complete, accurate and reliable. - Assist the General Manager – Marketing, Sales and Customer Experience (GMMSCX) in completing budgeting and forecasting of opex and capex for each department. - Forecast short and long-term expenditure relating to anticipated turnover and expected budgets. - Manage existing occupancy patterns against budget. - Provide a monthly report to the GMMSCX on the performance of departments. - Manage wage costs against budget, rosters and turnover and investigate variances. - Ensure all purchases meet budgetary requirements or seek authorisation for purchase orders exceeding authorised limits. - Manage the procurement of all contracted services and supplies. - Ensure invoices are processed by the required deadline as per policy. - Assist the GMMSCX in the development of annual reports and/or business plans.	- Delivery of accurate and timely financial information and reports. - Budgets met consistently.
Management and Leadership	- Lead, inspire, support, motivate, train and mentor direct reports and teams to ensure that: - our HEART Values are instilled into everyday behaviours, - department/s and individual KPI's are achieved, - there is effective work planning, resource allocation and productivity, - work outputs are of a high standard, and - a customer centric culture is instilled. - Cultivate the culture and morale of the team and report back to the General Manager on issues which may be having an impact on the team. - Assist with the implementation of the WBP Strategy and Plans as relevant to the department/s. - Recruit team members that are technically skilled or have potential to be through training. - Manage team members including induction, professional development, reward and recognition, leave requests, timesheet approval via time and attendance system (Tanda), and performance management. Correct performance issues and counsel as required.	- Demonstrated leadership and management. - Team and individual goals are achievable and relevant. - Effective use of performance development and management processes. - Team member leave requests are processed and timesheets approved prior to the payroll processing deadline.



Key Result Areas	Responsibilities	Measures
Management and Leadership continued	- Ensure employment contract renewals are completed, new contracts provided to team members and signed copies of new contracts provided to payroll. - Ensure scheduled training as per the WBP Learning and Development Framework is completed by all team members. - Develop the required level of commitment and competence of the team in order to achieve goals and objectives and self-assess their performance, services, processes, resources and relationships with others. - Ensure team achievements are recognised, key performance indicators and development plans established and regular informal and formal performance feedback is provided through probationary and 6 monthly Performance Development Reviews (PDRs). - Take responsibility for your own performance, clarify job responsibilities and look for opportunities that will develop your knowledge and skills. Develop/update your skills and knowledge (internally or externally) to reflect changed work requirements, technology etc. - Achieve effective communication by briefing and debriefing the team, holding bi-monthly departmental meetings and actively encouraging transparent communication with other departments across WBP. - Develop cooperation and trust with team members, management, colleagues and other departments across WBP and take into consideration the different viewpoints of others. - Manage employee retention and coordinate workforce planning across the team as required to ensure responsiveness to changing and emerging customer needs. - Actively contribute to the development and implementation of a team succession plan in conjunction with the General Manager. - Ensure department/s policies, procedures, work instructions and forms are updated prior to the expiry date. - Promote and monitor team compliance of: - all policies, procedures and work instructions relating to the department/s, - people management processes, and - uniform/PPE requirements and personal presentation standards. - Ensure adherence to the principles and legislative requirements of people management, equal employment opportunity, anti-discrimination, social justice and work health, safety and welfare. This ensures providing a safe and secure facility for team members and customers. - Complete annual review of all direct report Position Descriptions.	- Employment contract renewals are completed in a timely manner. - Signed new employment contracts are provided to payroll prior to the previous contract end date. - Appropriate training and development planning for the team. - Learning and Development Framework Training completed by the required deadline. - Bi-monthly departmental meetings completed during the required months. - Monthly 1:1 meetings to be conducted. 1:1 notes regularly updated in WBP online PDR system for self and team. - Regular use of High 5 by self and the team. - PDRs completed by the required deadline. - Policies, procedures, work instructions and forms updated prior to expiry date. - Self and team compliance of policies, procedures and work instructions. - Position Descriptions reviewed by the required deadline.



Key Result Areas	Responsibilities	Measures
Work Health and Safety	<u>Responsibilities as a Worker</u> - Take reasonable care for own health and safety and that of others whilst at work. - Promote health and safety awareness by setting a good example. - Comply with all WBP WHS policies, procedures, work instructions etc. - Comply with all reasonable instructions issued by your Supervisor and WBP to protect your own personal health and safety and that of others. - Not perform any procedure or task unless you have received appropriate training and instruction. - Use safety devices and personal protective equipment (PPE) correctly and in accordance with procedures/work instructions. - Report potential and actual hazards. - Report any near miss, accident or injury you sustain at work or outside of work. - Keep work areas in a safe condition, ensure good housekeeping and safe access and egress. - Participate in consultation regarding WHS. <u>Responsibilities as a Manager</u> - Act as a work, health and safety role model - Participate in the development of and implement the WBP WHS system in consultation with Workers, Health Safety Representatives (HSR) and the Work Health and Safety/Return to Work Coordinator (WHSRTWC). - Ensure that WBP procedures for regular consultation between Management and Workers are followed. - Consult with the HSR and the WHSC on any proposed changes to the workplace, plant, equipment, substances used etc. - Develop a safe working environment by controlling, directing and monitoring work practices through carrying out job safety analysis via detailed work instructions. - Ensure all Workers work in a safe manner. - Inform, instruct and train all Workers in the safe use of all plant, machinery, equipment, substances and materials used through the course of the Workers' employment, in appropriate language. - Take appropriate immediate action on receiving notification of a work-related injury or illness to a Worker or the occurrence of a dangerous, hazardous or near miss situation. - Investigate accidents and injuries as required. - Assist in the recovery and return to work of Workers who are, or have been, absent from work due to injury or illness, by working in conjunction with the WHSRTWC.	- Demonstrates safe work practices and acts as a health and safety role model. - Self, Worker and Contractor compliance of policies, procedures and work instructions compliance. - Self and Workers completed all required WHS training completed. - Self and Worker correct use of all safety devices and PPE. - Correct reporting system is used to report potential and actual hazards. - Correct reporting system is used to report any near miss, accident or injury sustained at work or outside of work. - Effective participation in the return to work of injured/ill workers. - Work areas are in a safe condition, good housekeeping and safe access and egress. - Controls, directs and monitors work practices to maintain safety. - Takes appropriate immediate action upon notification of a work injury or illness or a dangerous, hazardous or near miss situation. - Takes remedial action to control identified hazards. - Plant, machinery and equipment are well maintained. - Regular workplace inspections are completed.



Key Result Areas	Responsibilities	Measures
Work Health and Safety continued	- Take remedial action to control identified hazards and recommend control strategies to Manager/Executive where hazard control requires resources beyond the delegated authority. - Ensure the issue, proper use and maintenance of PPE as required. - Ensure all plant, machinery and equipment is well maintained as required. - Carry out regular, well planned and thorough inspections of the workplace as required. - Ensure good housekeeping within the workplace. - Promotes and encourages participation in health and wellbeing initiatives. - Ensure all Contractors adhere to WBP WHS policies, procedures etc.	

POSITION COMPETENCY

Area	Measures
Customer Experience	I demonstrate proven ability to manage and monitor the delivery of the highest levels of customer service in line with WBP Customer Experience (CX) Promise. - Honest, reliable and authentic. - People are not numbers. - Listen and act. - Go above and beyond. - Make it easy. Communicate, communicate, communicate.
Achievement Orientation	I am motivated to set targets which are a definite stretch, but not unrealistic or impossible. I establish and adhere to high standards of performance. I seek added responsibility. I display an optimistic "can-do" approach in new and diverse situations. I persist and take repeated or different actions to overcome obstacles.
Continuous Improvement	I demonstrate proven ability to build and maintain a culture that encourages learning and continuous improvement.



POSITION SELECTION CRITERIA

Candidates should ensure that their application clearly demonstrates their ability to meet the Essential Criteria detailed below:

Type	Description	Criteria
Qualifications:	- Police clearance - Current Australian Driver's licence - Tertiary qualification in Business Management or similar qualification within business, tourism or hospitality with subsequent related work experience - Responsible Service of Alcohol - Provide First Aid certificate - Working with Children Check	Essential Desirable
Experience	- Demonstrated and proven extensive experience in leading a team within a customer service environment - Demonstrated leadership in driving an integrated customer-centric culture across multiple departments - Extensive experience in implementing service cultures within industries such as tourism, hospitality, entertainment and/or leisure	Essential Desirable
Skills & Knowledge:	- Comprehensive skills and knowledge in the delivery of customer experiences that exceed expectation - Exceptional customer interaction and engagement skills - Demonstrated ability to plan and deliver change initiatives to achieve business outcomes - Outstanding verbal and written communication skills, with a specific focus on effective customer relations and stakeholder management - Demonstrated intermediate to advanced ability to use Microsoft Office applications including Word, Excel and Outlook - Excellent leadership and people management skills that supports learning, development and innovation - Demonstrated understanding and practice of financial management and budget control processes, principles and financial implications - Demonstrated applied knowledge of current WHS legislation and its application in the workplace - Demonstrated applied knowledge of contract management and its application in the workplace	Essential



POSITION RESOURCES & BUDGET

No. of Staff Reporting to Position:	3
Financial Delegation (\$):	Financial authority level as per the Procurement Financial Authorisation Levels Policy (POL-CORP-FIN-005)
Special Conditions:	Weekend, public holiday and out of hours work is essential with this position.



HOW TO APPLY

Applications including a cover letter and CV should be addressed to Bernie Dyer and Andrew Reed.
Please visit henderconsulting.com.au to apply.

For a confidential discussion, please call (08) 8100 8827.

Please Note

Your application will be automatically acknowledged by a return email.