



WHITEHORSE CITY COUNCIL

Position description

Job title: Customer Experience & Projects Specialist	
Classification: Band 7	Effective Date: March 2026
Reports to: Active Whitehorse Facilities Manager	Tenure: Permanent

About Us:

At Whitehorse City Council, community is at the heart of everything we do.

We aspire to be a healthy, vibrant, prosperous and sustainable community. We enable this through strong leadership and community partnerships.

We strive to stay ahead of evolving changes and needs of our community.

Our five key principles empower our employees to be innovative and provide an excellent customer experience. We are a resilient organisation where everyone belongs.



CREATe - Our Values and Behaviours:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. Our employees 'live' these shared values. In living these values we also ensure that everyone has a voice and that everyone matters.

Collaboration

We work flexibly together to achieve outcomes and solve problems.

Respect

We actively listen, value diversity and care.

Excellence

We adapt, respond, learn and grow.

Accountability

We take responsibility and follow through on our promises.

Trust

We act with integrity and are empowered to make decisions.

City of Whitehorse is a culturally and linguistically diverse community. We are proud of the diversity of our workforce and recognise the strength this provides in meeting the needs of our community. We are committed to upholding a safe, inclusive and respectful workplace that values the contribution of all.

Whitehorse City Council is committed to being a child safe organisation. We recognise our responsibilities to keep children and young people safe from harm and have established policies, procedures and training to achieve these commitments.



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Goal Statement

The Leisure and Recreation Services Department's purpose is to empower, activate and connect our community.

This position is responsible for supporting the Active Whitehorse Facilities Team with a focus on monitoring and enhancing the customer experience at all facilities.

The position will surface and analyse data, understand best practise benchmarks and ensure customer journeys are assessed and improved with optimal customer and member experience our aspiration.

Key Responsibilities

Position Specific Responsibilities

Customer Experience Leadership

- Lead the delivery of high-quality, inclusive, and responsive customer service across all Council-managed sport, recreation, and leisure facilities.
- Champion customer insight initiatives including journey mapping, persona development, and service pathway analysis to guide evidence-based service improvements across leisure facilities
- Develop and implement consistent service standards, procedures, and performance measures aligned with Council's customer experience framework.
- Support systems and processes relating to front-of-house and membership services teams to ensure smooth, safe, and professional service delivery.
- Manage customer feedback, complaints, and service recovery processes in accordance with Council policy and values.
- Promote a culture of continuous improvement and community responsiveness within all customer service operations.

Community Access & Experience

- Ensure equitable access to facilities and programs, reflecting Council's commitment to inclusion, affordability, and community wellbeing.
- Collaborate with community development, access & inclusion, and communications teams to enhance participation and engagement.
- Support initiatives that encourage physical activity, health, and social connection across diverse community groups.
- Monitor and analyse customer satisfaction, attendance, and participation data to inform service planning and reporting.



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Projects & Service Innovation

- Plan, coordinate, and deliver special projects that enhance service quality, operational efficiency, or community outcomes across the facility network.
- Lead feasibility studies, pilot programs, and change initiatives such as new technology systems, service models, or program trials.
- Oversee the development of business cases, project briefs, and Council reports for assigned projects.
- Manage timelines, budgets, and stakeholder communication to ensure projects are delivered effectively and transparently.
- Identify and implement innovation opportunities to modernise service delivery and support Council's strategic priorities.

Stakeholder Collaboration

- Be the primary conduit for the Communications, Advocacy and Investment Team as they develop marketing and promotional strategies that ultimately drive customer attraction to the facilities.
- Work collaboratively with internal departments to align Active Whitehorse facility customer service and project outcomes with broader Council objectives.
- Represent Council at stakeholder meetings, community forums, and sector networks related to leisure and recreation.

Financial & Performance Management

- Develop, monitor, and manage operational budgets related to customer service and project delivery.
- Report on performance metrics, service outcomes, and project progress to management and Council.
- Identify opportunities for efficiency, cost recovery, and improved community value within operations.
- Contribute to long-term planning for customer service systems, digital transformation, and resource allocation.

Leadership & Staff Development

- Coach and support Active Whitehorse facilities customer service and leisure facility staff to deliver consistent, professional, and customer-focused services.
- Foster a collaborative and motivated team environment built on accountability, respect, and Council values.
- Coordinate induction, training, and development programs to enhance service quality and staff capability.

Governance, Compliance & Risk

- Ensure compliance with all relevant legislation, Council policies, and standards, including OH&S, Child Safety, and Privacy requirements.
- Maintain accurate and timely records and reporting in accordance with Council's governance framework.

Corporate Responsibilities

- Ensure adherence to all Corporate Policies, Procedures and the Organisational Goals and Values Principles in the current Whitehorse City Council Collective Agreement by all staff under supervision.
- Ensure the organisation is aware of and compliant with relevant statutes and legislation.
- Identify and develop changes to policy and procedure in areas of responsibility.
- Ensure that risk management principles are adopted in all decision-making processes within the team.
- Undertake identification, reporting and resolution of risk management activities (including that staff are appropriately trained) and ensure that all relevant operating procedures provide for a safe working environment.
- Apply sound financial management techniques to team budget processes.
- Provide equitable and sound supervision of staff, (including ensuring appropriate training, development and motivation) to ensure that team KRA's are met and contribute to the strategic objectives of the team.
- Ensure appropriate care and use of assets and equipment.
- Support, enable and encourage strategies and actions identified in Council's Gender Equality Action Plan (GEAP) to improve workplace gender equality.
- Champion a safe environment for children and young people in accordance with Council's commitment to Child Safety.

Accountability and Extent of Authority

Budget: Customer Experience and Special Projects Budget responsibility

Staff responsibility: Nil. This role supports and services multiple Teams and leaders within the Active Whitehorse Team.

Judgement and Decision Making

- This position involves both problem solving and policy development. Where methods, procedures and processes are less well defined the incumbent is expected to contribute to their development and adaptation. The work will typically require the identification and analysis of an unspecified range of options before a choice can be made.
- Employees at this level will identify and develop policy options in their own functional area for consideration and choice by their Manager or by Employer.

- The freedom to act is governed by the goals and policies of the organisation and by statute and subordinate legislation. Decisions and actions taken at this level may have a substantial effect on the community or sections of it.
- The freedom to act is wide and limited only to the areas nominated by Employer or the corporate management. The advice and counsel provided by these positions is relied upon for guidance and part-justification for adopting particular policies the impact of which may be substantial upon the organisation and/or the community.
- The incumbent will require proficiency in the application of theoretical approaches in the search for solutions to new problems and opportunities which may be outside the original field of specialisation by the Employee.

Specialist Knowledge and Skills

Certificates/Licences and Experience:

- Tertiary qualifications and experience in the field of customer experience, sport, recreation, leisure facility management, project delivery or a relevant discipline.
- Experience in the delivery of customer experience in a multipurpose leisure facility or similar service industry.
- Experience delivering high quality customer service to internal and external stakeholders.
- Demonstrated ability to work autonomously.
- Evidence of a strong commitment to continuous improvement and change management.
- Knowledge of budgeting, procurement and financing systems.
- An understanding is required of the long-term goals of the wider organisation and of its values and aspirations and of the legal and socio-economic and political context in which it operates.

Qualifications and Experience

Qualifications/ Certificates /Licences:

Degree qualified and experience in the field of customer experience, sport, recreation, leisure facility management, project delivery or a relevant discipline.

Interpersonal Skills

- Strong communication skills demonstrated through the ability to deal with conflict and liaise with a variety of tenants / stakeholders and build mutually beneficial relationships.



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- Ability to establish and maintain positive relationships with internal and external stakeholders.
- Highly effective communication, incorporating written and verbal communication, facilitation, collaboration and partnership.
- Ability to resolve complex problems relating to leisure facilities.
- Appreciation of the different needs of individuals and the ability to convey tolerance and sensitivity to patron's values and beliefs.
- Requires the ability to persuade, convince or negotiate with clients, members of the public, other employees, and persons in other organisations in the pursuit and achievement of specific and set objectives.

Key Relationships:

Internal: The position is required to liaise with the Active Whitehorse Facilities Leadership Team, staff and other departments within Council and provide expertise support and guidance in relation to enhancing customer experiences.

External: The position is required to build and maintain strong relationships with industry and non-industry networks, to support an understanding of best practise and industry leading customer experience.

Management Skills

- Highly developed organisational and time management skills with demonstrated ability to prioritise workloads, working professionally with a high attention to detail.
- Excellent staff leadership skills including the ability to train and develop staff.
- The ability to work as part of a team and individually in a largely autonomous role.
- Ability to manage own time, set priorities and plan and organise one's own work and that of supervised employees to achieve the set objectives.
- Understanding of and ability to implement People and Culture and OHS policies and practices relevant to the role.
- Ability to innovatively drive new business initiatives including change management.
- Enthusiastic and professional approach.

Application Requirements

- Satisfactory National (and International as applicable) Criminal History Check.
- Working with Children Check.
- A valid Victorian driver's licence, or the ability to travel around the municipality and city, as required for work.



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- The incumbent may be required to work from various locations within the municipality.
- The incumbent may be required to attend out of hours work meetings (e.g. Council briefings and meetings; events).

Key Selection Criteria

- Tertiary qualifications and experience in the field of customer experience, sport, recreation, leisure facility management, project delivery or a relevant discipline
- Demonstrated experience delivering innovative and/or best practise customer experience outcomes in a related environment
- Ability to lead and champion customer insight initiatives including journey mapping, persona development, and service pathway analysis to guide evidence-based service improvements across leisure facilities
- Demonstrated experience leading internal stakeholders, motivating and educating to deliver better customer outcomes in their facilities, programs and services.

Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Kneeling/Squatting Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.		Never / Rarely Performed	
Hand/Arm Movement Tasks involve use of hand/arms		Performed Sometimes	
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.		Performed Sometimes	
Standing Tasks involve standing in an upright position		Performed Sometimes	
Reaching Tasks involve reaching above head, and above and equal to shoulder height		Performed Sometimes	
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects		Performed Sometimes	
Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another		Performed Sometimes	
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body		Performed Sometimes	



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Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Keyboard Duties Tasks involve sitting at workstation and using computer.		Performed Often	
Satisfactory Vision Standard of vision required equal to that required for driver's licence		Performed Sometimes	

Any other relevant comments: