



## POSITION DESCRIPTION

<b>Position Title:</b>	<b>Customer Service Officer</b>
<b>Reports to:</b>	<b>Team Leader Customer Service</b>
<b>Position Level:</b>	<b>Team Member</b>

### **Vision**

Centennial Park is a place for the living; a vibrant community hub that strengthens enduring connections. A place where life is cherished, commemorated, contemplated and celebrated.

### **Purpose**

- Our stunning botanical grounds are a welcoming sanctuary for all who visit; promoting peace, sustenance, healing, renewal and hope enabling connection to each other and those no longer with us.
- We empower families and the wider community with knowledge, care and compassion when someone dies or is dying, so they are aware of the choices available to them and are in control of the decisions to be made.
- We encourage discussions and pre-planning for end-of-life and memorial decisions to assist people to communicate their wishes.

### **Guiding Principles**

- We champion the importance of memorialisation - a physical place and meaningful anchor point to strengthen enduring human connection and care.
- We foster a culture of equality, kindness, respect and dignity, and physical & mental wellbeing.
- We value individuality and personal choice for our community as they plan, say goodbye, grieve and continue to remember their loved ones.
- We are passionate about managing the Park and its assets to not only sustain them but to regenerate them for current and future generations.

### **Strategic Pillars**

- Information, Transparency & Choice
- Our Natural Environment
- Connections and Collaboration
- A People-First Culture

## **Customer Experience Department**

The Customer Experience Department comprised of multiple teams, which includes our Customer Service and Memorial Sales Teams, Customer Experience, Funeral and Memorial Services Team and our Marketing Media and Community Engagement Team. Each of these teams play a pivotal role in the achievement of Centennial Park's strategic objectives through effective service delivery, client engagement and business development.

### **1. Summary and Purpose of the Position**

The Customer Service and Memorial Sales Team is responsible for sales and the management of customer records, with a particular focus on sales and renewals of Interment Rights, administration and maintenance of accurate records of appointments, interactions, transactions and enquiries. Enquiries and transactions also include the surrender and transfer of Interment Rights, plaque ordering, bookings and overseeing our services for customers at-need and pre-need.

The team is also responsible for management of our main Reception, taking tours of the Park and supporting Centennial Park's marketing and engagement functions.

The Customer Service Officer supports the team by providing high quality, accurate and professional administrative services, including relief reception responsibilities and providing exemplary customer service.

The structure with relation to our Customer Service Officers, has been designed to enhance cross skilling of tasks for our team members and allows for rotational face to face customer service duties (front of house), phone reception responsibilities and administration duties

### **Key Working Relationships**

- Accountable to the Team Leader Customer Service for providing high quality, professional and proactive support to achieve the vision and strategic plan.
- Working closely with fellow Customer Service Officers, Planning and Memorial Consultants and Data Integrity Officer
- Responsible to the team for developing a teamwork environment based on mutual trust and respect and engendering accountability through empowerment.

### **2. Key Result Areas**

#### **2.1 Client Service and Satisfaction**

- 2.1.1 Provide high-level telephone customer service and face-to-face receptionist service (on rotational basis)
- 2.1.2 Undertake a range of administrative functions including – extensions/renewals, surrenders, transfers, updating information in Plotbox (cemetery management system)
- 2.1.3 Perform a range of customer-centric tasks including – issuing cremated remains and plaques, scheduling appointments, processing payments, client care and follow up
- 2.1.4 Support the Planning and Memorial Consultants with administrative processes to enhance the overall customer experience, including the maintenance of systems, files and records, along with generating and distributing correspondence

- 2.1.5 Respond to customer enquiries, including unscheduled in-person visitors in order to promote Centennial Park's pre-eminent service offering and maximise sales opportunities
- 2.1.6 Provide general administrative support to the Team Leader Customer Service and Manager Customer Service and Memorial Sales
- 2.1.7 Update and maintain Centennial Park's records and documentation
- 2.1.8 Assist in preparing and despatching all outgoing post/mail items and collating reports and lists for Marketing, Executive Manager Customer Experience, Manager Customer Service and Memorial Sales.
- 2.1.9 Actively participate in team meetings, communication meetings and other work related meetings.
- 2.1.10 Assist to lead tours of the grounds and promote positive community engagement
- 2.1.11 Participate and contribute to cross functional activities across the organisation

## **2.2 Systems and Processes**

- 2.2.1 Maintain accurate and complete records in the cemetery management system (Plotbox) and corporate records management system, in accordance with Centennial Park's Records Management Policy, other related policies, the State Records Act 1997 and other relevant legislation.
- 2.2.2 Provide input into recommendations for new IT systems that improve and aid client relationship management
- 2.2.3 Ensure all relevant policies and protocols are followed within the Customer and Connections Team to ensure:
  - A safe work environment
  - Data accuracy and reliability
  - Confidentiality
  - Conformance with the Work Health and Safety Act 2012, ReturnToWork SA Performance Standards for Self Insurers and the Return to Work Act 2014 (SA)

## **2.3 Culture**

- 2.3.1 Contribute to a culture of positive teamwork; encourage diversity in ideas, regular feedback, and cohesiveness. Engender an environment of trust and respect.

## **2.4 Financial**

- 2.4.1 Contribute to the achievement of sales revenue targets and departmental goals.

### **3. Competencies**

- 3.1 Strong customer service and communication skills (verbal and written) and the ability to foster collaborative working relationships
- 3.2 Well developed relationship building skills and the ability to liaise effectively with a diverse range of stakeholders including customers, suppliers and community groups
- 3.3 Organised and self motivated with very strong attention to detail and the ability to manage multiple competing priorities and achieve timeframes to meet organisational and team deadlines
- 3.4 Ability to handle difficult and very sensitive situations professionally to achieve successful outcomes
- 3.5 Understanding of grief and bereavement processes together with the ability to demonstrate empathy and sensitivity where appropriate
- 3.6 Well developed reception and administrative skills and competency in Windows based systems and the MS Office Suite of Programs
- 3.7 Understand the broader commercial environment in which the organisation operates and is able to balance innovative thinking within a commercial context
- 3.8 Demonstrated experience in a target driven environment

<b>KEY PERFORMANCE INDICATORS</b>	
<b>Customer Service</b>	<ul style="list-style-type: none"> <li>• Effective time management of specific duties and activities</li> <li>• Enquiries handled promptly, efficiently, sensitively and professionally with empathy</li> <li>• High quality and accurate service is provided to internal and external customers</li> <li>• Responsibilities are conducted and/or completed with accuracy and compliance with legislation, policies, procedures and project goals</li> </ul>
<b>Client Service and Satisfaction</b>	<ul style="list-style-type: none"> <li>• Enquiries are handled promptly, professionally and sensitively.</li> <li>• Reports, documents and other materials are delivered on time and accurate.</li> <li>• Cooperative and flexible attitude and willingness to undertake work in other workgroups to meet organisational objectives and projects.</li> <li>• Sales opportunities are maximised with referrals</li> </ul>
<b>Systems &amp; Processes</b>	<ul style="list-style-type: none"> <li>• Systems, files and records are accurately maintained.</li> <li>• Demonstrated commitment to continuous improvement, measured by efficiency of operational systems.</li> <li>• Adherence to organisational policies.</li> </ul>
<b>Culture</b>	<ul style="list-style-type: none"> <li>• Proven behaviours as a role model through professionalism, leadership, courtesy, respect and 'living' the organisational values, along with fostering a workplace culture reflective of these values.</li> <li>• Professional courtesy demonstrated by ensuring timely attendance of meetings, responding promptly to emails and meeting deadlines.</li> <li>• Demonstrated flexibility in approach to working hours in the context of work priorities and Centennial Park events.</li> </ul>

A current Class C (Car) Drivers' Licence is required for this role to enable Customer Service Officers to occasionally move between buildings and throughout the Park (for tours etc) on our 40 hectare site

The above does not represent an exhaustive list of Key Performance Indicators. Additional Key Performance Indicators may be raised through the Performance Development Review Process.

The Employer may vary the Position Description from time to time in accordance with operational needs.

Signed

Employee:

Date:

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Signed

Manager:

Date:

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