

<b>Job Title:</b>	Customer Experience Representative
<b>Job No:</b>	AA 155
<b>Dept/Business Unit:</b>	<b>Customer Experience and Marketing</b>
<b>Accountable to:</b>	Customer Service and Sales Supervisor
<b>Reporting to:</b>	Customer Service and Sales Supervisor
<b>Our Vision:</b>	Be the leading provider of aviation and aerospace training, helping to shape the future of the industry.
<b>Our Values:</b>	Work Together, Be Accountable, Act Innovatively, Deliver on Customer Needs

## **PURPOSE**

The Customer Experience Representative is primarily responsible for responding to initial customer sales enquiries about all Aviation Australia (AA) products, referring more complex queries to subject matter experts (SME) as required. The incumbent will also contribute to the organisation's marketing, sales and social media activities and assist in promoting AA courses to industry and prospective students.

## **DUTIES**

Key accountabilities of this role include:

- Respond to customer sales enquiries in a professional and timely manner via a variety of mediums including AA's website, social media, email and telephone.
- Maintain records of customer enquiries and interactions in the Customer Relationship Manager (CRM) database and provide accurate reports to management as required.
- Refer more complex sales enquiries to the appropriate SME ensuring customers are kept informed of progress.
- Ensure technical knowledge relating to AA's training products and services is maintained to ensure the accuracy of information provided to customers.
- Liaise with industry and students to help generate employment opportunities for our graduating students.
- Work with your supervisor and the Marketing team to maximise interest in Aviation Australia's courses via social media channels in order to generate sales enquiries, business opportunities and student enrolments.
- Represent AA at Career's Expos and other events to market our courses. This may include events held outside normal business hours.
- Provide administration support and prepare documentation associated with student enrolment such as pre-enrolment testing and employment matters.

- Co-ordinate end-to-end Aeroskills student employment processes, including preparation and posting of job advertisements, screening applications, arranging interviews and administering pre-employment tests when required.
- Assist in covering the Reception desk on a roster which will involve answering incoming telephone enquiries, directing calls, greeting internal and external stakeholders, monitoring visitor access and receiving and dispatching mail and deliveries.
- Develop and maintain knowledge of all legislation such as CASA, EASA, ESOS and ASQA applicable to AA training products and services.
- Participate in evaluation, quality assurance and continuous improvement processes particularly in relation to identifying and sharing customer service insights.
- Undertake other duties as required by the accountable / reporting manager and senior management.
- Comply with the requirements of Aviation Australia's:
  - Code of Conduct.
  - Work Health and Safety legislation.
  - Policies and procedures.

## **AUTHORITIES**

The Customer Experience Representative has primary authority to:

- Educate students, clients and customers in compliance with the organisation's policies and procedures.

## **SELECTION CRITERIA**

### **Qualifications**

#### Desirable

- A recognised qualification in business administration, marketing, sales or customer service discipline or equivalent experience.

### **Experience**

#### Essential

- Demonstrated experience working in an administrative or sales position with a strong focus on customer service.

#### Desirable

- Experience working in a sales environment.
- Experience managing customer records and using a CRM or similar database.
- Experience in the vocational training sector or in a training/learning and development environment.
- Understanding of the aviation industry.

**Knowledge and Skills**Essential

- Well-developed interpersonal and customer service skills with the ability to display a courteous and professional manner at all times.
- Demonstrated ability to influence and negotiate to achieve desired outcomes.
- Excellent written and oral communication skills with high level attention to detail and accuracy.
- Demonstrated experience and/or knowledge of how to effectively contribute to a workplace that is safe from discrimination, bullying, harassment and sexual harassment.
- Well-developed problem-solving skills.
- Demonstrated ability to deal with sensitive issues and maintain confidentiality.
- Strong organisational skills with the capacity to prioritise work, deal with competing demands, manage time effectively and ensure completion of tasks within deadlines.
- Intermediate computer literacy, MS Excel and MS Word skills with proficiency in Microsoft Office suite of applications and the ability to become an effective user of new computer systems.
- Preparedness to undertake training and occasional outside work outside normal business hours, including weekends, as required.

**Personal Qualities**Essential

- Enthusiastic and motivated approach to work with a genuine interest in delivering exceptional customer service.
- Actively contribute to ensuring the workplace is a safe environment for everyone by challenging actions or behaviours that could be improved upon or that are inappropriate.
- Ability to work both independently and within a flexible team environment.
- Ability to work under pressure in a busy environment.
- Strong listening skills with the ability to foster a customer focused working environment and build and maintain rapport with staff and students.
- Ability to interact with internal and external customers from diverse cultural backgrounds, displaying awareness of cross-cultural communication issues.
- Willingness and ability to demonstrate initiative and accept responsibility.

**JOB DESCRIPTION AGREED**

Employee Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_