

	<b>Job Description</b>	<b>AA P&amp;C PRO 05a</b>
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<b>Job Title:</b>	Customer Experience Representative
<b>Job No:</b>	AA155
<b>Reporting to:</b>	Customer Experience and Marketing Manager
<b>Department:</b>	Customer Experience and Marketing Manager
<b>Our Vision:</b>	The aviation and aerospace Centre of Excellence for learning and development
<b>Our Values</b>	Work Together, Be Accountable, Safety at the Heart, 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.

## RESPONSIBILITIES

As the Customer Experience Representative you will be responsible for:

- 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.
- 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.

## SELECTION CRITERIA

### Qualifications and Experience

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

### Eligibility Requirements

- Employment is subject to the successful completion of relevant pre-employment screening, which may include verification of work rights, criminal history, reference, qualification and licence checks, medical assessments, and drug and alcohol testing.
- Ability to safely performing the inherent physical and functional requirements of the position.
- It is a condition of employment that all employees are willing and able to obtain and maintain a Working with Children Check or equivalent check for the relevant state of employment in Australia, for the duration of their employment with Aviation Australia.

### Behavioural Competencies

Our purpose is to inspire and develop world-leading professionals for the aviation and aerospace industries through innovative learning and a commitment to safety and sustainability. To achieve this, we must live by our **values**—every day, in every interaction.

#### Work Together

Teamwork is essential for fostering a culture of cooperation, innovation, and shared success within the workplace. It not only contributes to the effective achievement of business objectives but also enhances the work experience for individuals, leading to a more engaged and committed workforce.

#### Be Accountable

Accountability fosters trust, improves performance, and contributes to a positive and productive work environment. It's essential for individual success and the overall success of the team and organisation that we are accountable for our actions and responsibilities.

#### Safety at the Heart

Prioritising the protection and well-being of staff, students, customers and visitors of Aviation Australia, ensuring that all operations and activities are conducted in a manner that minimises risk and prevents harm.

#### Act Innovatively

Acting innovatively at work is not just about generating new ideas; it's about creating value through those ideas in ways that benefit the organisation, its employees, customers, and the broader community. It's a fundamental aspect of thriving in a complex, ever-changing business landscape and it keeps us relevant in

the marketplace.

**Deliver on Customer Needs**

Delivering on customer needs is a strategic imperative that impacts nearly every aspect of our business, from product development to classroom delivery, marketing, sales, and customer service. It's about creating value that resonates with customers, ensuring their satisfaction, loyalty, and advocacy.