



# Colchester Borough Council

## JOB ACCOUNTABILITY STATEMENT AND PERSON SPECIFICATION



Customer Business Culture

<b>Job Title:</b>	Customer Manager - Aquatics	<b>Salary Grade:</b>	CMG8	<b>Post Number:</b>	LL205
<b>Service Area:</b>	Sport & Leisure	<b>Section:</b>	Leisure World		

**Responsible to:** Group Manager – Sport and Leisure

**Responsible for:** Duty Manager and Teams within your area.

**Contact with:** Staff, contractors, partners, customers and external organisations

**Purpose of job:** To manage and develop the business across Leisure Pool, Aqua Springs, Fitness Pool and Teaching Pool at Leisure World Colchester. To increase participation and customers using the facilities to be able to exceed income and profit targets. To provide strategic and operational leadership with key focus on commercial and customer objectives

### Principal Accountabilities:

1. To deliver a compelling and consistent customer experience within the water-based facilities delivering a safe, friendly and welcoming environment to every customer growing lifestyle memberships, participation levels and loyalty.
2. Develop and deliver a business plan to exceed income and profit targets through the increased usage of the various facilities, encouraging access for all and driving higher levels of participation. Identify opportunities to promote additional services and increase secondary spend levels per visitor.
3. Plan, monitor and review of income, expenditure and profit budgets allocated to your business area identifying additional income opportunities, productivity and cost efficiencies to exceed agreed business objectives and financial targets.
4. Manage and develop relationship with Partners through regular and effective dialogue ensuring the wider requirements of these key relationships are delivered and developed without a detrimental impact on the Commercial aims of Sport and Leisure.
5. Develop Aquatic programme to maximise income across the full calendar year.
6. Develop and deliver a specific plan to establish Aqua Springs a premier Spa venue across a regional catchment.
7. Act as the lead on Health & Safety across Sports and Leisure ensuring the wider service operates in a safe, secure manner and meets all legislative requirements.
8. Be aware of current and emerging trends in the wider Sports and Leisure industry and proactively act to ensure continuing competitiveness in terms of performance, product and customer experience.
9. Lead, direct and manage through your Duty Management structure the delivery of all services and identify, plan and implement to achieve high levels of operational excellence and customer care.

10. Ensure all working practices are carried out safely and in accordance with current best practice and that all legislative requirements and operating procedures are in place at all times.

11. Manage the team's Human Resources in terms of performance, development and attendance to produce an efficient, effective and motivated workforce.

12. Work in partnership with Leisure World Commercial Manager in planning and implementing Marketing and Communications activities to drive performance and memberships.

13. Contribute ideas, skills and knowledge where appropriate in order to assist other managers within and outside of the Service to improve the planning, management and provision of Leisure services.

### Functional areas

This role will be accountable for the following functional areas of the Leisure World business:-

- Aqua Springs
- Leisure Pool
- Fitness Pool
- Teaching Pool

**Disclosure and Barring Service Registration (formerly CRB) required:** **No**  
*Where staff will carry out defined, regulated activity with children/vulnerable adults*

**Public Sector Network independent check required:** **No**  
*Where staff will access sensitive information using a PSN/need a .GCSX e-mail address*

**Politically Restricted Post:** **No**


### Performance Dimension:


Level	Dimension	Primary focus of this role
Two	Enabling, managing and improving performance	The team Short and medium term impact


## PERSON SPECIFICATION

Our Goals, Attitudes and Behaviours are important to CBC and ensure that everyone is working in the right way. We apply them in our recruitment process so that we appoint staff who have the experience, skills and more importantly the right attitudes to thrive within CBC.

We expect everyone to contribute to our core goals and exhibit our cultural attitudes and behaviours. The attitudes and behaviours indicated (✓) are particularly important to this role.

 <b>Customer</b>	Help our customers access our services and deliver on our communities' needs		✓
	<b>Manage</b>	I enable customers to help themselves where they can and make it easy for them to access our services	✓
	<b>Understand</b>	I actively listen to my customers and use feedback to meet their needs and improve our services	✓
	<b>Own</b>	I take responsibility for the customer, learning from mistakes made and making amends for my customers where I can	✓
	<b>Excel</b>	I will strive to get it right for my customers and do the best job I can	✓

 <b>Business</b>	Become commercially focused and even more business-like in order to be free of government grant		✓
	<b>Efficient</b>	I constantly seek out income generating opportunities and efficiencies and aim to provide more for less to achieve the best possible value for residents and taxpayers	✓
	<b>Creative</b>	I will create novel and effective solutions to improve services and ways of working and challenge conventional practices	✓
	<b>Savvy</b>	I am commercially shrewd and understand the cost/ benefit principles, including return on investment, of business planning	✓
	<b>Promotional</b>	I am enthusiastic about our services and products and look for opportunities to promote and sell them	✓

 <b>Culture</b>	Inspired staff who do the right things and are proud to work for the Council		✓
	<b>Develop</b>	I am responsible for continually improving my personal skills and knowledge and will develop and grow for the benefit of the organisation	✓
	<b>Transform</b>	I will adapt as the world around us changes and strive to improve the services we provide; recognising that change is necessary for our future success	✓
	<b>Respect</b>	I understand that we are collectively responsible for delivering excellent services and respect my colleagues for their contribution; if they succeed, I succeed	✓
	<b>Pride</b>	I am proud of what we do and act as an ambassador for the Council	✓

<b>Everyone needs to:</b>		
Health and Safety	Understand and carry out duties in a manner which is safe for yourself, colleagues and public in accordance with the Health and Safety at Work Act 1974, in order to minimise the risk of injury/accident.	
Safeguarding	Be committed and adhere to the principles of our published policies and the procedures contained within them regarding our obligations for the safety of children and vulnerable adults.	

**THE FOLLOWING SKILLS APPLY PARTICULARLY TO THIS ROLE**

Skill groups	Essential Skills	Desirable Skills
	We expect you to have:	We also hope that you have:
Role-specific technical skills	<ul style="list-style-type: none"> <li>• Listen and use effective questioning techniques to identify customer needs.</li> <li>• To adapt where appropriate to meet special requirements e.g. disability and enquiries of a sensitive nature.</li> <li>• Provide best recommendation based upon understanding customer needs.</li> </ul>	
Leadership	<ul style="list-style-type: none"> <li>• Have integrity</li> <li>• Be visionary</li> <li>• Give clear strategic direction</li> <li>• Be able to inspire and motivate others</li> </ul>	
Impact and influence	<ul style="list-style-type: none"> <li>• Demonstrate personal accountability for success in the business</li> <li>• Have good influencing and negotiation skills</li> <li>• Be decisive and confident in dealing with multi-disciplinary teams</li> <li>• Have effective communication skills</li> </ul>	
Management	<ul style="list-style-type: none"> <li>• Be decisive and proactive</li> <li>• Hold themselves accountable</li> <li>• Have strong commercial acumen and an enquiring and challenging mind</li> <li>• Able to apply health and safety requirement to all aspects of the service</li> <li>• Use appropriate management styles</li> </ul>	
Project Management	<ul style="list-style-type: none"> <li>• Be able to plan, monitor &amp; prioritise change</li> <li>• Seek solutions and alternatives</li> <li>• Meet deadlines</li> <li>• Understand risk management</li> <li>• Manage and forecast costs</li> </ul>	

Administration	<ul style="list-style-type: none"> <li>• Be methodical and organised</li> <li>• Be able to plan, monitor and prioritise</li> </ul>	
----------------	--	--

**The following are the qualifications that apply to this role:-**

We expect you to have:	We also hope that you have:
<ul style="list-style-type: none"> <li>• A recognised management qualification or equivalent experience</li> </ul>	<ul style="list-style-type: none"> <li>• A sports development or health-related qualification</li> <li>• A recognised business qualification or equivalent experience</li> </ul>

**The following are the IT skills that apply to this role:**

We expect you to have experience in using:	We also hope that you have:
<ul style="list-style-type: none"> <li>• Microsoft Office365 applications (Outlook, Word, Excel, PowerPoint)</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

**The following are any physical or special attributes that apply to this role:**

We expect you to be able to:	We also hope that you are able to:
<ul style="list-style-type: none"> <li>• Work flexibly as appropriate</li> <li>• Attend evening meetings/external meetings as required</li> <li>• Be able to work unsocial hours if required including evenings and weekends</li> <li>• Work across all areas where the service is delivered</li> <li>• Point of contact for escalation of issues across all operating hours on a rota basis</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

Prepared by: Alistair Wilson	Date: July 2018
------------------------------	-----------------