

 <p>The Greater Metropolitan Cemeteries Trust Lasting memories, peaceful places.</p>	Position description
Position Title	Customer care officer
Fixed Term Contract or EBA	EBA
Status	Full-time, 12-month, fixed-term contract
Classification	EBA Indoor Level 3.1
Remuneration (EBA only)	Base salary \$57,516 p.a. plus 9.5% superannuation
Hours of Work	38 hours a week - 5 days
Region	North
Primary Location	Fawkner head office but may be required to travel to other GMCT sites as and when required
Date PD Adopted	November 2017

1. Organisational environment

At The Greater Metropolitan Cemeteries Trust (GMCT) we believe in caring for our communities with dignity and compassion. Each year, we help more than 12,000 families, of all cultures and faiths, to plan and prepare for funeral, cremation, interment and memorial services.

GMCT is custodian of 21 cemeteries (including two greenfield sites) and memorial parks which are maintained in perpetuity, giving our families, communities and future generations peace of mind. We are committed to maintaining these beautiful, restful and sustainable places to preserve and protect the memories and history they hold.

GMCT is comprised of three regions (north, east and west). Corporate functions and administration are conducted from the head office, located at Fawkner Memorial Park. The organisation employs approximately 200 staff. We recognise that our industry sector is not immune to change, and is being shaped by a number of trends. We are in a strong position to respond to these trends but require a workforce that is agile, resilient and up for change and innovation.

Our vision

Lasting memories, peaceful places

Our mission

We provide the final care for your loved ones, with dignity and kindness. We respect all peoples, our heritage, our communities and the environment.

2. GMCT Strategic Plan 2016 - 2021

Our 2017-2022 strategic theme – '*stepping up and reaching beyond*' - serves to articulate a commitment to our team and our stakeholders, to ensure we consistently strive to deliver beyond expectations, challenge perceptions of the industry, improve our service offering, and work with our communities. Our aspirational road map for the next five years will see GMCT focus on four fundamental pillars:

- **Community connections** – we will lead and nurture strong connections with the communities we serve.
- **Lasting stewardship** – we are stewards of the community assets we care for now and in perpetuity.
- **Operational excellence** – our people will strive for excellence in everything we do, facilitated by innovative and effective technology, systems and processes.
- **Change ready agility** – our culture is brave, innovative and collaborative, and aligns with our corporate values and strategic goals.

These priority areas will underpin and inform initiatives and decision making over the next five years and ensure we are focused, transparent and accountable, while also allowing GMCT room to respond to new opportunities, challenges and changing needs and expectations.

3. Organisational context

As depicted below, GMCT currently includes 21 cemetery sites across metropolitan Victoria, and may acquire new cemeteries from time to time

- | | |
|-------------------------------|--|
| 1. Altona Memorial Park | 12. Northcote Cemetery |
| 2. Andersons Creek Cemetery | 13. Northern Memorial Park |
| 3. Burwood Cemetery | 14. Preston Cemetery |
| 4. Coburg Pine Ridge Cemetery | 15. Templestowe Cemetery |
| 5. Emerald Cemetery | 16. Truganina Cemetery |
| 6. Fawkner Memorial Park | 17. Werribee Cemetery |
| 7. Footscray Cemetery | 18. Williamstown Cemetery |
| 8. Healesville Cemetery | 19. Yarra Glen Cemetery |
| 9. Keilor Cemetery | 20. Plenty Valley – Yan Yean (greenfield site) |
| 10. Lilydale Lawn Cemetery | 21. Melton West (greenfield site) |
| 11. Lilydale Memorial Park | |

4. Professional standards

Our values

At the heart of our strategic plan remain our organisational values. GMCT values inform everything we do and provide the framework for how we conduct our business and how each person goes about their work, regardless of their role in the organisation.

Our values are a description of the way we see the world and what is most important to us. They are the basic principles that will guide and shape the way we think and act. This includes the way we provide services to our customers, the way we treat each other within the organisation and the way we relate to the wider community.

Our values are

Compassion

A staff member who demonstrates the GMCT value of compassion will

- try to see the situation from the other person's point of view
- respond with sensitivity and kindness to our customers, members of the community and our colleagues
- demonstrate willingness to provide help and support

Respect

A staff member who demonstrates the GMCT value of respect will

- show appreciation for the contribution of others
- seek to understand the priorities and needs of others
- provide high quality service
- demonstrate a 'can do' attitude

Sustainability

A staff member who demonstrates the GMCT value of sustainability will

- portray a positive image of the organisation to build reputation, even when things are difficult
- use the organisation's resources efficiently
- demonstrate concern for our environment
- identify better and innovative ways of doing things

Integrity

A staff member who demonstrates the GMCT value of integrity will

- communicate openly and honestly
- meet commitments to others and do what they say they will do
- deliver services in a professional manner
- accept responsibility for their own decisions and actions even when they make a mistake

5. Position organisational relationships

The position of a Customer Care Officer is to provide exceptional customer service across a range of functions within the Customer Care team including and not limited to:

General Enquiry Calls, Funeral Bookings, Reception and administrative duties as required

Accountable to: Indoor Senior Supervisor Customer Care

Supervises: Nil report

Internal Liaisons: All GMCT staff

External Liaisons: Funeral directors, general public

6. Position context

This role plays an integral part in our strategic vision of end to end Customer Service working in collaboration with peers focusing on supporting the department ensuring a positive customer experience

7. Position objectives

The purpose of this position is to drive a customer centric philosophy, 'think customer' to meet and exceed GMCT stakeholder and customer expectations.

This role will provide first point of resolution for GMCT customers over the phone, face to face and via email and ensure GMCT standards are met and upheld with every interaction.

The primary location for this role will be based at Fawkner, however you will be required to provide support across the different GMCT sites virtually (over the phone & via email) and may be in person from time to time.

Core duties include consulting with families and funeral directors to guide them through the interment and memorialisation process including both pre-need and at-need sales and related matters. Ensuring monthly scorecards & KPI's are met along net promoter targets.

8. Key responsibilities

Bookings

- Liaise directly with Funeral Directors to organize the daily scheduling services.
- Create manual daily sheets and system run sheets for the following day's services.
- Accurately record the service requirements and conditions relating to the burial or cremation by entering information into CBS and Authority.
- Confirm all booking details with the relevant departments within GMCT.
- Working closely with Burial Operations and Crematorium staff

Receptionist

- Manage both inbound and outbound telephone calls.
- Maintain secure and accurate records of dealings with all customers, clients and visitors.
- Provide visitors with deceased search locations and funeral services information.

- Process over-counter payments
- Assist customers and clients with the collection of cremated remains.
- Maintain a clean and a presentable reception – ensuring it is well stocked with GMCT brochures, price lists and general information.

Customer care

- Various ad hoc administrative duties as required or as requested by line manager
- Assist with administrative and clerical duties associated with customer requests, complaints, payments or other activities undertaken by Customer Care.
- Provide a high quality of customer service by ensuring all enquiries by phone and email are managed promptly and deal with efficiently.
- Provide current and accurate information in a timely manner focusing on resolving the enquiry at the first point of contact.
- Ensure all issues and complaints are managed from an end to end process and a satisfactory outcome provided to customers & stakeholders
- Ensure monthly scorecard and KPI's are achieved (AHT, calls per hour, adherence to schedule, NPS and call quality)
- Provide support & assistance to other remote GMCT sites both in person and over the phone from time to time (Altona & Lilydale).

Essential capabilities	
Capability	Proficiency level
Customer centricity – Has the customer experience at the forefront of every decision and action	Intermediate
<ul style="list-style-type: none"> • Acts as GMCT advocate with community and customer • Understand customer needs and uses this knowledge to deliver the right solutions for them in the right way, at the right time • Uses customer satisfaction information to improve the customer experience • Consistently looks at issues from the eyes of the customer • Actively seeks feedback and insight from the customer when problem solving 	
Capability	Proficiency level
Emotional Intelligence – identifies, controls and appropriately expresses emotions of self, and manages the emotions of others with empathy and respect	Intermediate
<ul style="list-style-type: none"> • Describes own feelings in a way that is sensitive to the feelings of others • Listens with presence and empathy • Consistently demonstrates emotional self-management and self-regulation • Recognises others' non-verbal emotional cues (Body languages) • Captures information and insights on the emotional needs of customers, and shares these with team/manager to inform decision making regarding the customer experience • Shares emotions appropriately with team to support an environment where it is safe to express and manage emotions • Supports and manages the emotional needs of customers in order to clarify and meet their needs 	

<ul style="list-style-type: none"> • Balance the day-to-day operational requirements of the role with meeting the emotional needs of customers 	
Capability	Proficiency level
Collaboration – builds and maintains positive relationships to enhance productivity and increase customer satisfaction	Foundational
<ul style="list-style-type: none"> • Awareness of key internal and external stakeholders, and how best to engage with them to achieve desired results • Forms strong relationships with immediate team • Works effectively as part of a team • Understands the importance of teamwork in achieving individual and team objectives 	
Capability	Proficiency level
Communicating with Impact – engages and inspires others through clear, timely, accurate and persuasive communication	Intermediate
<ul style="list-style-type: none"> • Tailors communications to suit the audience • Uses a range of influencing techniques to build support • Supports messages with relevant examples, evidence, demonstrations and stories • Communicates issues clearly and credibly with different audiences • Handles challenging questions confidently and constructively • Shows courage to raise difficult issues 	
Capability	Proficiency level
Accountability & Results Focus – Plans effectively and takes accountability for behaviour and results	Intermediate
<ul style="list-style-type: none"> • Maintains drive and consistent focus on achieving results • Plans, manages and prioritises own workload to effectively and consistently deliver on individual and team objectives • Initiates action without prompting • Manages expectations, communicates clearly and ensures that issues are escalated and managed appropriately • Uses knowledge of GMCT Strategic Objectives and GMCT Values to inform decision making, action and behaviour within own role • Understands the balance between the provision and excellent customer service and driving sales performance • Holds team to account for their behaviour 	
Capability	Proficiency level
Change Agility & Resilience – maintains composure and focus under pressure and quickly adapts to change	Intermediate
<ul style="list-style-type: none"> • Identifies and addresses resistance to change • Supports other team members during time of change • Communicates key information and wider reasons for change • Gains support and generates enthusiasm for change • Recognises when to ask for support when face with challenges • Remains calm and engaged under pressure • Consistently demonstrates emotional self-management 	

Preferable capabilities

Capability	Proficiency level
<p>Innovation – actively seeks out ways to create and take advantage of opportunities to improve business performance and the customer experience</p> <ul style="list-style-type: none"> • Finds and uses information from a variety of sources when solving problems • Identifies everyday process improvements and comes up with innovative ideas within own role • Understands why learning from the past when planning for the future and how a focus on the future relates to GMCT’s objectives 	Foundation
Capability	Proficiency level
<p>Digital Experience – providing customers with seamless and consistent experiences, across all GMCT digital channels</p> <ul style="list-style-type: none"> • Actively considers all GMCT digital channels when making decisions and recommendations • Is respectful of customer options and limitations when recommending solutions • Supports customers to find the right information, in the right way, at the right time • Delivers seamless, consistent customer experiences across GMCT digital channels • Develops collaborative relationships across the business to ensure information on all GMCT channels is accurate and maintained in a timely manner • Adapt quickly to new or updated GMCT applications, software and hardware. 	Intermediate
Capability	Proficiency level
<p>Customer Experience – delights our customers by delivering respectful and dignified experiences and services</p> <ul style="list-style-type: none"> • Engages in a productive and focused dialogue with the customer to identify appropriate solutions/products • Draws knowledge from multiple sources to deliver respect & dignified customer experiences • Adapts personal style and approach to suit varying customer needs and backgrounds • Provides advice and value-adding insights (where appropriate) for customers based on an understanding of their issues/needs • Pursue and closed sales opportunities with confidence • Lays the groundwork for future sales by building strong relationships • Goes above and beyond to say ‘yes’ to the customer 	Intermediate
Capability	Proficiency level
<p>Operational Excellence – drives and supports improvements in operations that enhance productivity, efficiency and effectiveness whilst maintaining safety and minimise risk</p> <ul style="list-style-type: none"> • Completes day-to-day requirements of role as promised and expected, and addresses/escalates errors and issues as appropriate • Balances the day-to-day operational requirements of the role with meeting the emotional needs of customers • Shares ideas for improvements with manager and team, and demonstrates initiative where appropriate/safe to do so 	Intermediate

- Continually searches for ways to improve efficiency, effectiveness and productivity in own role / within immediate team
- Consistently adheres to safety and risk guidance and standards and escalates issues where required

9. Corporate involvement

GMCT is a values-based organisation and seeks to cultivate a culture founded on quality of service delivery, responsiveness, collaboration and respect for others. It is an environment that requires all team members to maintain high standards of work.

All GMCT employees are required to

- Maintain the highest standards of integrity and behaviour in line with GMCT Values and Code of Conduct.
- Uphold and enhance the reputation of GMCT.
- Participate in the development and review of organisational initiatives and assist in the delivery of organisational goals.
- Participate in regular performance management planning and review processes with immediate manager.
- Undertake identified training and development activities/programmes.
- Provide regular and /or ad-hoc reports to immediate manager when required in an agreed format for the purpose of monthly supervision, team meetings and six monthly and annual individual development reviews.
- Attend Regional and Team meetings as required.
- Maintain confidentiality at all times.
- Comply with all GMCT policies and procedures.
- Understand and adhere to all OH&S policy, legislation, regulation, risk management strategy, policy and procedure.
- Be responsible for effective risk management including incident reporting, and ensuring that management is aware of risks associated with business operations.
- Assist their manager in the identification, development and maintenance of the health and safety improvement action plan.
- Develop agreed and measurable success measures to support the health and safety management action plan and health and safety management strategy.
- Assist their manager in the input of risks, hazards or environmental risks into the risk register database.
- Implement hazard management practices in their daily activities.
- Report any injury, illness, asset or financial losses, hazard and near miss incidents to their manager/supervisor within 24 hours of detection in accordance with GMCT procedures.
- Comply with health and safety practices in accordance with the OH&S Regulations 2007, Victorian WorkCover Authority Codes of Practice and GMCT Safety Management Plan 2014.
- Comply with all other Commonwealth and State legislation relevant to the organisation.

- Undertake other duties as directed by immediate manager not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from persons occupying positions at this classification.

10. Key selection criteria

Applicants must address the following criteria in writing to be considered for this position

All selection criteria are essential unless marked as 'desirable'

Qualifications & experience

- Qualification within the Business/Administration field or relevant experience in a similar or comparable retail sales role.
- Knowledge and understanding of the cemetery industry (**desirable**)

Skills / abilities

- Highly developed written and verbal communication skills and interpersonal skills;
- Ability to maintain a professional approach at all times;
- Attention to detail which ensures accurate and up to date records are maintained;
- Ability to work independently with minimal supervision and within a team;
- Ability to manage emotions when faced with demanding and sensitive situations on a regular basis;
- Multi lingual skills (Chinese, Italian, Greek, Arabic, etc.) strongly desirable;
- Demonstrated acceptance and understanding of cultural diversity;
- Maintains integrity, trust and confidentiality at all times;
- Personal presentation which reinforces the professionalism and commitment to GMCT;
- Ability to work well as part of a team
- The ability to develop working relationships with internal and external stakeholders
- Data entry skills

Technical skills

- Proficient in Microsoft Office suite of programs
- Expertise in the operation of a telephony system used to deliver the service
- Current driving licence

Relevant physical requirements

Requirements	Frequency of Occurrence (tick where appropriate ✓)				Comments
	Rarely 0% to 5%	Occasionally 6% to 33%	Frequently 34% to 66%	Regularly 67%-100%	
Weights and Forces					
Lifting from floor to waist (<5 kg per item)	✓				
Lifting at waist height (<5 kg per item)	✓				
Lifting waist to above shoulder (<5 kg per item)	✓				
Carrying		✓			
Pushing (trolley weighing up to 50kg)	✓				
Pulling (trolley weighing up to 50kg)	✓				
Moving equipment and/or furniture	✓				
Holding or supporting	✓				
Above shoulder	✓				
Whole Body and Lower Limb Movement					
Standing				✓	
Sitting - at desk				✓	
Sitting - vehicle		✓			
Walking				✓	
Walking - whilst carrying	✓				
Walking - on uneven ground	✓				
Climbing - stairs		✓			
Climbing - ladders	✓				
Driving - passenger vehicle		✓			
Computer - desktop				✓	
Computer - laptop	✓				
Squatting		✓			
Kneeling		✓			
Upper Body and Upper Limb Movement					
Reach - forward (>30cm from body)	✓				
Reach - side (>30cm from body)	✓				
Reach - above shoulder		✓			
Gripping or grabbing		✓			
Bending neck - looking up		✓			
Bending neck - looking down		✓			
Rotating neck		✓			

Requirements	Frequency of Occurrence				Comments
	Rarely 0% to 5%	Occasionally 6% to 33%	Frequently 34% to 66%	Regularly 67%-100%	
Bending spine - forward		√			
Bending spine - backward	√				
Twisting spine to side		√			
Writing with pen or pencil				√	
Typing				√	
Sensory					
Hearing - holding direct conversation and telephone				√	
Hearing - alarms , signals, disturbance				√	
Visual - read printed material, signage				√	
Visual - read computer screens				√	
Visual - driving		√			
Other					

I have read and understood the requirements of this role

Employee

Signature **Print Name** **Date**

Manager

Signature **Print Name** **Date**