

	Position description
Position Title	Client services consultant - west
Fixed Term Contract or EBA	EBA
Status	Fulltime, ongoing
Classification	EBA Level 3.1
Remuneration (EBA only)	Base salary \$64,659.73 p.a. plus 9.5% Superannuation
Hours of Work	38 hours per week
Region	West Region
Primary Location	Altona Memorial Park
Date PD Adopted	January 2019

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 client services consultant - west will form part of the business and industry team within the directorate of service and engagement. This role has the following organisational relationships:

Accountable to:	Senior supervisor client services - west
Supervises:	No direct reports
Internal Liaisons:	Executive team, managers, supervisors and other GMCT staff
External Liaisons:	Family members, general public, community groups, funeral directors, stonemasons and others stakeholders

6. Position context

The business and industry team is led by the group manager business and is responsible for delivery of the operational revenue through delivery of commercial and retail functions; including direct sales of goods and services, management of cemetery inventory.

7. Position objectives

The client services consultant - west is responsible for all tasks pertaining to the client services role at the cemeteries that comprise GMCT's West region. Primary locations are Altona Memorial Park and Keilor Cemetery, but may include Werribee, Williamstown and Truganina cemeteries.

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. The client services consultant will also assist in the delivery of client facing services at Footscray General Cemetery in accordance with the in-scope services detailed in the GMCT shared service agreement with Maribyrnong City Council.

8. Key responsibilities

The client services consultant - west is responsible for a range of duties and tasks which include but are not limited to:

- assisting clients in purchasing burial plots, cremation memorials and mausoleum crypts for their immediate (at-need) or future (pre-need) needs. This includes all associated products and services provided by the cemetery.
- complete all administrative tasks associated with the purchase and delivery of all products and services
- respond to and address client and customer concerns within acceptable timeframes as defined in the GMCT customer service charter;
- ensure consistency across site areas for plaques, maintaining cemetery rules regarding standards for each area
- communicate with families to complete memorialisation via all appropriate communication channels, including email and telephone
- assist clients and potential clients to design plaques for memorialisation
- respond to enquiries regarding site specific information for both internal and external customers
- maintain accurate files and records in accordance with GMCT systems and procedures.

Additional tasks that pertain to the role at Altona Memorial Park may include assisting with specific projects, answering enquiries at reception, and relieving all customer care functions when necessary, with appropriate training and assistance.

9. Key capabilities

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; and • 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 (eg. Body language); • 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; • Adjusts own behaviour to meet the emotional needs of internal and external customers; • Supports and manages the emotional state of customers in order to clarify and meet their needs; and • Balances 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; and • Understands the importance of teamwork in achieving individual and team objectives. 	

Capability	Proficiency level
<p>Communicating with Impact – engages and inspires others through clear, timely, accurate and persuasive communication</p> <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; and • Shows courage to raise difficult issues. 	Intermediate
Capability	Proficiency level
<p>Accountability and results focus – Plans effectively and takes accountability for behaviour and results</p> <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; and • Holds team to account for their behaviour. 	Intermediate
Capability	Proficiency level
<p>Change agility and resilience – maintains composure and focus under pressure and quickly adapts</p> <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; and • Consistently demonstrates emotional self-management. 	Intermediate
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; and • Understands why learning from the past when planning for the future and how a focus on the future relates to GMCT's objectives. 	Foundational

Capability	Proficiency level
Digital Experience – providing customers with seamless and consistent experiences, across all GMCT digital channels	Intermediate
<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; • Delivers seamless, consistent technology solutions during interment and related services; • Develops collaborative relationships across the business to ensure information on all GMCT channels is accurate and maintained in a timely manner; and • Adapts quickly to new or updated GMCT applications, software and hardware. 	
Capability	Proficiency level
Commercial Acumen – understands the GMCT business and industry, and executes business plans to maximise performance and deliver on strategic outcomes	Foundational
<ul style="list-style-type: none"> • Demonstrates understanding of all cemeteries environment and how GMCT operates; • Understands who GMCT’s competitors and stakeholders are; • Understands the Cemeteries Act and relevant legislations, and how they impact GMCT; • Understands the financial metrics and their impact on the business; and • Understands the linkages between GMCT strategy and team/individual objectives. 	
Capability	Proficiency level
Operational Excellence – drives and supports improvements in operations that enhance productivity, efficiency and effectiveness whilst maintaining safety and minimise risk	Intermediate
<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; • Continually searches for ways to improve efficiency, effectiveness and productivity in own role / within immediate team; and • Consistently adheres to safety and risk guidance and standards and escalates issues where required. 	

10. 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.

11. 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

- multi-lingual skills with conversational proficiency (Italian, Greek, Arabic, etc.) (**highly desirable**);
- 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
- 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

Technical skills

- proficient in Microsoft office suite of programs
- proficient in Cisco suite of programs, including 'Authority' (**desirable**)
- current Victorian driver licence

I have read and understood the requirements of this role

Employee

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

Manager

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

Relevant physical requirements

Requirements	Frequency of Occurrence				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					