



Ballarat Cemeteries

POSITION DESCRIPTION

POSITION:	Client Experience Manager
CLASSIFICATION:	Salaried Package
APPROVING MANAGER:	Chief Executive Officer
DATE APPROVED:	January 2024

1. Our Services

Rich in history, Ballarat Cemeteries is intimately linked with pivotal moments in Australia's past. Comprising the Old Ballarat Cemetery, New Ballarat Cemetery and Crematorium, we reflect not only life's progress, but also that of the community and society around us.

The Ballarat Old Cemetery gazetted in 1856 and the Ballarat New Cemetery opened in 1867 and is one of only 2 botanical cemeteries in Victoria. Covering 55ha that include 63,000sqm of lawns, over 6,500 trees and roses in peaceful open parkland. It is a memorial landscape esteemed for its tranquility with more than 78,000 burials recorded in the grounds, serving the needs of Ballarat and the surrounding region.

It is the role of Ballarat General Cemeteries Trust to ensure the future of this community's beautiful and unique asset, keeping it perpetually maintained for the generations ahead. Our wonderful staff provide professional and sensitive guidance when choosing the appropriate setting for the long-term placement of you or your loved one.

Ballarat General Cemeteries Trust provides essential services in burial, memorialisation, and cremation.

The Trust is proud that our cemetery is a place where history is remembered, where stories can be shared, and lives never forgotten. It is an asset that we are responsible to care for in the present and sustain for the future. Our cemetery has a variety of areas designed to meet individual wishes and specific cultural beliefs. Among them are peaceful gardens, spacious lawns, soothing water features, in ground vaults and native Australian settings.

Ballarat Cemetery Trust is a not-for-profit organisation which manages a Memorial Park. It has a long and proud history of meeting the diverse and growing needs of the community.

2. Organisational context

This role is essential in our small leadership team and has a broad range of accountabilities, including day-to-day management of the client experience, enhancing community engagement, and strengthening partnerships and support of funeral directors. The position delivers corporate services, including management of contractors for outsourced HR, IT and cemetery operating systems. The role is required to ensure safety of staff, volunteers and community.

Our vision is:

**Remembering the past,
Caring for the present,
Planning for the future.**



Our focus is to provide our services to our community with care and concern. We provide professional and sensitive guidance to enable decision making, often at emotionally challenging times, to be as straightforward as possible, for families and the broader community.

Mission

To provide our communities with an exceptional service in burial, cremation and memorialization, through environmental leadership and innovation.

Values

Responsiveness

Identifying and promoting best practice
Providing high-quality products and services to the Victorian community

Integrity

Reporting improper conduct
Avoiding real or apparent conflicts of interest
Striving to earn and sustain public trust at the highest level

Impartiality

Working to clear objectives in a transparent manner
Implementing government policies and programs equitably

Accountability







Seeking to achieve the best use of resources
Accepting responsibility for decisions and actions

Respect

Treating others fairly and objectively
Respecting conversations with our community
Providing high-quality services to the Victorian community
Ensuring freedom from discrimination, harassment and bullying

2022-2026 Strategic Plan Priorities

The Trust identified the following strategic priorities -

-  Maintain environmental leadership
-  Curate and host virtual memories and stories for families and friends
-  Further develop Ballarat Cemeteries as a tourist destination
-  Become an innovator in the death care industry to facilitate growth
-  Create the necessary infrastructure to meet changing community needs and expectations
-  Offer an expanded range of end-of-life options

3. Position objectives

This position reports directly to the CEO and is responsible to manage, plan and develop client experience and administrative services to support the strategic direction of the Ballarat Cemeteries (BC). The Client Services team provide professional funeral, burial, cremation and memorialisation services with compassion and care.

Deliver a consistent, positive and seamless exceptional customer experience.

4. Position Responsibilities

- Coaching, developing and supporting the customer care team so that systems, procedures and policies are in place to ensure the area runs smoothly and can provide high quality service.



- Fostering a strong customer service culture and providing training as required.
- Ensuring the Customer Care team are multiskilled so that they can backfill each other as required and staffing levels and coverage are appropriate.
- Providing staff with necessary support as required to successfully achieve their customer service targets and KPIs and metrics.
- Fostering and building positive engagement with families, funeral directors, community volunteers other key stakeholders;
- Management of contracts for outsourced HR, IT and cemetery operating systems.
- Ensuring compliance with all relevant Government Legislation and Acts along with relevant policies and procedures.
- Ensuring compliance with OHS requirements.

5. Organisational relationships

Reports to: Chief Executive Officer
Supervises: Client Services Staff

6. Accountability and extent of authority

The Client Experience Manager is accountable to the Chief Executive Officer for:

- Overall performance of their team in achieving service objectives within budget allocations and consistent with legislative guidelines, Ballarat Cemeteries policies and operational procedures and timeframes.
- Giving timely and accurate support and general advice to internal and external enquiries on matters related to Ballarat Cemeteries operations.
- Providing services and recommending processes which operate within a team environment and which are based on the values of collaboration, accountability and respect.
- Effective and efficient management of staff, financial and physical resources within the Office cemetery environment.
- Responsible for the provision of efficient and accurate information to the Chief Executive Officer.
- This position has a high level of day to day accountability and will regularly be asked to make independent decisions based on cemetery and crematorium operations for situations not previously encountered.

7. Responsibilities

Client Experiences

- Provides a collaborative workplace environment for employee growth and development that instils pride, a sense of ownership and the challenge to employees to exceed client expectations.
- Seek to systematically understand customer satisfaction, need for improvement and design appropriate response.
- Ensure services are delivered to agreed quality standards
- Maintain intelligence on competitor products and cemetery operators to make recommendations to improve sales opportunities within key client segments and cultural groups.



- Promote a balanced culture amongst all reporting staff, ensuring staff are well briefed in business activity levels, client service experience and performance against budget.
- Investigate and resolve all complaints received satisfactorily and where appropriate escalate to the CEO.
- Develop and manage efficient work plans for projects and events involving a number of community groups and our Community Advisory Committee
- Develop and maintain efficient and effective relationships with Funeral Directors.
- Assist in the organisation and presentation of special events as required.
- Facilitate training of staff in client, sales and administration duties

Team Management

As an integral part of the Ballarat Cemeteries Leadership team, develop and inspire people by:

- Living and helping embed our values and the Victorian Public Sector (VPS) Code of Conduct
- Leading and developing direct reports with regular, supportive coaching, individual performance plans and reviews, team and individual training and development plans, supporting growth of individual capability
- Continuing enhancement of workplace culture by providing a sense of purpose & direction, encouraging and supporting individuals to:
 - consider safety first and speak up
 - engage and develop respectful working relationship
 - be accountable for outcomes
 - Recognise individual strengths and support personal growth
 - Encourage work-life balance
- Engaging positively with the sector
- Undertaking professional development
- Providing staff with necessary support as required to successfully achieve their customer service targets and KPIs and metrics.

Workplace Health and Safety

Observe obligations and responsibilities in accordance with the Work Health and Safety Act; and comply with Ballarat Cemeteries WHS Policies and Procedures; taking reasonable care to:

- protect own health and safety at work;
- avoid adversely affecting the health or safety of any other person through any act or omission at work
- report immediately, or as soon as practicable any injury or illness to self or another person, including any near miss incidents

Financial and Asset Management

- Assisting the CEO with strategic and annual planning, budget, business reviews of services, fees & charges in collaboration with CFO and Operations Manager.
- Lead strategic projects such as asset management, implementing risk and compliance program

Innovation Quality, Presentation and Continuous Improvement

- Facilitates identification, development, implementation and evaluation of innovative improvements.
- Provides leadership in the planning and implementation of improvement activities, ensuring team members participate in improvement activities which review the frequency, responsiveness, effectiveness and appropriateness of services.



8. Key Selection Criteria:

1. Demonstrate high level of empathy and emotional intelligence and ability to deal with people experiencing grief.
2. Outstanding skills in communication and ability to engage with a wide range of people with compassion and care
3. Track record in effectively building, leading and managing a positive and collaborative team
4. Demonstrated ability to use initiative to improve processes and procedures and to engage others positively in the process.
5. Outstanding ability to be innovative and proactive in enhancing service methods and client experience.
6. Strong desire to build organisation capacity through sustainable, integrated systems & process

9. Qualifications and experience

The skills and knowledge required for the position would typically be acquired through:

A qualification, plus several years' experience in leading and managing within:

- An office environment or
- The death care industry or
- A sensitive client services environment

In addition to this experience, you will also need to demonstrate:

- strong people management skills and experience and
- competent digital knowledge and application.
- Ability to implement risk management and WHS policy and practices in an office environment would also be highly regarded.

Other relevant information:

- You may be required to undertake other projects and duties as directed by the CEO who may also amend this position description if required. Any changes will be made in consultation with the affected employee(s).
- You are required to maintain a current Victorian drivers licence, police and working with children checks



Ballarat Cemeteries 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 Ballarat Cemeteries employees are required to:

1. Maintain the highest standards of integrity and behaviour in line with our Values and Code of Conduct.
2. Uphold and enhance the reputation of Ballarat Cemeteries.
3. Contribute to the achievement of the organisations values that are important to the success of BC through demonstrating the following behaviours:
 - valuing the customer
 - being open, ethical and accountable
 - being committed and enthusiastic about getting the job done
 - continuing to learn
 - being reliable and resourceful
 - respecting the views, opinions and capabilities of others
 - working together in partnership
 - showing leadership
 - seeking and celebrating achievement

You are required to comply with all Ballarat Cemeteries Policies and Procedures (as amended from time to time) and contribute to and maintain a safe workplace environment.