

Job Description

Job Title	Customer Assistant
Directorate	Neighbourhoods and Housing
Service Area	Leisure, Sport and Recreation
Grade	3
Competency Level	1
Salary	£26,427 - £28,153
Job Type	Hybrid
Location	Citywide
Disclosure and barring service (DBS)	Enhanced DBS Child Barred List and Child Workforce
Job Evaluation Ref No	

Job Purpose

To be the face of the leisure facility, delivering outstanding customer service and ensuring every customer receives a positive experience.

Directly Responsible For:

Not applicable



Directly Responsible To:

Facility Manager / Duty Managers

Main Areas of Responsibility:

- Deliver a consistently warm, welcoming and professional customer experience, ensuring every visitor receives excellent service and support
- Act as an ambassador for Lifestyles, creating a positive first impression and promoting our health, wellbeing and community-focused services
- Manage customer enquiries, bookings, memberships and payments accurately and efficiently using our digital systems
- Resolve customer queries and concerns confidently, escalating issues where appropriate and always striving to achieve positive outcomes
- Support the smooth day-to-day operation of the leisure centre, assisting with administration, reception and customer engagement activities
- Maintain accurate records and handle financial transactions in accordance with organisational procedures
- Promote and support the use of online services, digital platforms and new technologies to enhance the customer experience
- Contribute to a safe, clean and welcoming environment for customers, colleagues and visitors
- Support the delivery of customer feedback and satisfaction initiatives, helping us continuously improve our services
- Work collaboratively with colleagues across the centre to ensure the highest standards of service are maintained
- Champion equality, diversity and inclusion, treating all customers and colleagues with respect and promoting an environment where everyone feels welcome

- Take personal responsibility for working in accordance with Health & Safety legislation, organisational policies and safe working practices, reporting hazards, incidents or concerns promptly
- Play an active role in safeguarding the wellbeing of customers and colleagues by supporting a culture of safety, compliance and continuous improvement
- Participate in training and development opportunities to enhance knowledge, skills and service delivery

Supervision and Management Responsibility:

- No supervisory or line manager responsibility

Budget and Financial Responsibility:

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- Standing and walking for extended periods is a requirement of the role
- Manual handling tasks may be required in line with Health & Safety procedures.
- The role involves regular physical activity to support the safe and effective operation of the leisure centre

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance.
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values

The post holder will be required to demonstrate the ability to perform at competency level **1**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Customer Service qualification at Level 2 or equivalent, or willingness to achieve within 12 months of appointment (A)
- Willingness to undertake relevant training required for the role, including Health & Safety and customer service development (A/I)

Desirable

- Knowledge of leisure management or booking systems
- First Aid qualification or willingness to undertake training
- Experience of using customer relationship management (CRM) or membership management systems

Experience

Essential

- Experience of delivering excellent customer service in a customer-facing role (A/I)
- Experience of communicating effectively with a diverse range of customers and stakeholders (A/I)
- Experience of handling customer enquiries and resolving issues in a professional and positive manner (A/I)



Desirable

- Experience of working within a leisure, hospitality, retail or public service environment
- Experience of handling cash and processing financial transactions
- Experience of working within a busy reception or administrative setting
- Experience of promoting services, memberships or activities to customers
- Passionate about delivering outstanding customer service and making a positive difference to customers' experiences
- Reliable, professional and customer-focused
- Positive, proactive and adaptable approach to work

Skills/Abilities

Essential

- Ability to provide a welcoming, inclusive and professional customer experience (I)
- Competent IT skills, including the use of Microsoft Office applications and digital systems (A/I)
- Good numeracy and literacy skills, with attention to detail when processing bookings, memberships and payments (A/I)
- Ability to demonstrate the competencies required for the role through training and assessment activities (AC)
- Ability to deal with emergency situations (I)
- Ability promote and cross sell services (I)

Desirable

- Ability to promote and cross-sell services, activities and membership products
- Knowledge of safeguarding, equality, diversity and inclusion principles
- Understanding of Health & Safety legislation and its application within a leisure centre environment
- Reliable, professional and customer-focused
- Ability to remain calm, professional and solution-focused when dealing with enquiries, complaints or challenging situations
- Ability to work effectively both independently and as part of a team
- Ability to prioritise workload and maintain accuracy in a busy environment
- Ability to create and sustain a friendly and welcoming atmosphere within a leisure centre environment
- Be able to demonstrate competency of the job requirements in training sessions programmed for attendance

Commitment

Essential

- To promote and develop the City Council's commitment to equal opportunities (I)
- To continuous improvement and ongoing personal and staff development (I)
- To maintaining continuously high standards of customer care (I)

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council

- Committed to promoting equality, diversity and inclusion and treating all individuals with dignity and respect

Other

Essential

- This post is subject to a Disclosure and Barring Service (DBS) check at the appropriate level
- Requirement to work outside standard hours; including, as required, during evenings and at weekends (I)