



## **GUEST SERVICES DIRECTOR**

The Trico Centre has an exciting opportunity within our Guest Services Department as the **Guest Services Director**. The Guest Services Director will be responsible for overseeing the Guest Services Department within Trico Centre for Family Wellness (Trico Centre). This role requires an individual with proven skills in strengthening customer service through relationship building, promoting program and membership sales, and retention initiatives to generate revenue in a competitive marketplace, along with developing new and innovative processes and guiding employees on changing trends to provide customer service excellence. An emphasis on reviewing existing processes and standards and creating and implementing improvements will be an initial focus.

The Guest Services Director will be a pivotal position to developing a strong customer service culture within the Trico Centre, that will set us apart as a leader in the recreation industry.

### **Responsibilities:**

#### ***Sales, Marketing, Customer Service***

- Delivers high levels of customer service to all members and patrons reflecting the operational policies, practise, and philosophies of the organization
- Evaluates the monthly membership sales and retention plan in conjunction with the Marketing team
- Creates, and is responsible for the membership retention plan, recommending changes and improvements
- Explores and creates programs to support membership and program initiatives for the organization
- Provides back-up for registration system training as required
- Leads new membership promotions, programs, and facility initiatives
- Generates reports within the registration software system for all departments
- Assists with tracking information on special marketing campaign outcomes to assess performance success
- Oversees the Membership Onboarding Program
- Prepares monthly membership board sales reports, and other reporting as required
- Develops, implements, and evaluates a sales program for front-line staff
- Acts as key contact for elevated customer services related issues and concerns
- Develops customer service training and delivers to employees and other department staff to handle patron concerns and technical issues to improve customer service and patron retention

- Fills in on frontline Guest Services duties and provides back-up for the Guest Services employees on regularly scheduled daytime, evening and weekend shifts in the event of an emergency coverage is needed
- Creates and implements a customer engagement strategy for the organization
- Works collaboratively with the Facility Services and Operations team to ensure member facility concerns are addressed
- Develops, implements, and evaluates facility Pro-Shop system
- Assists with the Seasonal Program Guide Development

### ***Employee Supervision and Leadership***

- Demonstrates and promotes a clear understanding of Trico Centre', mission, vision, and values
- Works co-operatively with all levels in the organization
- Develops and delivers strategic direction and plan for the department
- Responsible for staffing and leadership of department employees; hiring, training, scheduling, performance evaluations as required for direct reports
- Works with Human Resources on employee performance and disciplinary issues
- Co-ordinates, schedules, and runs regular staff meetings, trainings, and updates employees on work related information in both departments
- Completes wage reviews in conjunction with Human Resources
- Ensures Trico Centre and Guest Services policies and procedures are adhered to
- Performs administrative duties including verifying payroll
- Supervises the Guest Services Co-ordinator, Guest Services Team Leader, and GS attendants

### ***Accounts Processing, Budget, Financial***

- Develops Guest Services Annual Operating and Capital Budgets
- Responsible for evaluating and responding to monthly financial performance for sales, admissions
- Maintains and analyzes statistics for revenue
- Works in conjunction with the other departments on the annual operating budget for membership sales and retention for the facility
- Oversees cash handling policies and ensures adherence to standards set for the Guest Services Department
- Guides assistance as needed with other Administration and finance personnel to solve customer account issues

### ***Recreational Software and Hardware***

- Departmental Super User for software and hardware
- Liaises with recreational software system support (currently Active Network), merchant services, other software and hardware support systems within Guest Services as needed
- Assists with Guest Services ActiveNet Account issues and investigates solutions
- Within all Guest Services hardware and software, oversees the creation, testing, updating of staff training and guidance, and support new promotions, programs,

and memberships and any other system updates, liaising with IT and Finance, or other departments as needed.

- Provides support to other ActiveNet users as needed

**Qualifications/ Experience Required:**

- Post secondary education in recreation, sport management, business or equivalent combination of education and experience
- Minimum five years' experience working in a hospitality/recreation setting and managing a customer centred organization/department
- Minimum 5 year of sales and membership development experience required
- Strategic level planning skills, with a minimum of 2 years' experience managing an operating and capital budget
- 5-7 years of supervisory, team building and people management skills
- Must be able to work a flexible schedule (mornings, evenings and weekends)
- Solid computer experience in Outlook, Word, and Excel is required
- Recreation software system experience is a definite asset
- Budget preparation and monitoring is essential
- Current Standard First Aid and CPR C Certification mandatory
- Police Security Check with Vulnerable Sector Search within the last 90 days or less mandatory

**What we offer:**

- Free facility membership and discounted registration on programs
- Competitive wage based on experience
- Advancement opportunities and cross-training
- Opportunity to use your creativity and develop new skills
- A fun, positive and respectful work environment

**Closing Date:** Open until filled

**Location:** 11150 Bonaventure Drive SE

Thank you for your interest in Trico Centre for Family Wellness. Please include your salary expectations with your application. Only those individuals selected for an interview will be contacted. We are an equal opportunity employer.

**Please send applications to:**

**Trico Centre for Family Wellness  
11150 Bonaventure Dr. SE  
Calgary, AB T2J 6R9  
Attention: General Manager**

**Email: [careers@tricocentre.ca](mailto:careers@tricocentre.ca)**

**Fax: 403-278-7573**