

Job Description

Post Title: Customer Advisor
FTE: 1.0 (working 37.5 hours per week)
Grade and Salary: HSV 3-4 plus Performance Related Pay
Department: Operations
Responsible to: Operations Manager
Responsible for: Mentoring new and casual staff whilst on shift

MAIN PURPOSE OF THE JOB

The Customer Advisor is responsible for providing an exceptional customer experience to all Hertfordshire Sports Village guests in a consistent, intentional and valuable way. Delivering exceptional customer experience to each and every customer through processing all face-to-face, telephone and electronic enquiries in-line with our procedures. Service is what differentiates our facility. You are a natural in delivering a warm, friendly and engaging welcome every time.

DUTIES AND RESPONSIBILITIES – HSV3 Customer Advisor

Key Result Areas and Tasks	Key Performance Indicators & Measures
Customer Experience	
Provide a consistent, warm and friendly welcome to each and every customer upon arrival.	Observations, on shift audits, customer comments, staff feedback, recorded response times to calls and emails.
Provide exceptional and effective service with high attention to detail using face-to-face, telephone and electronic communication.	Learn customer names and use at every opportunity.
Build rapport with customers at every opportunity, taking every opportunity to accommodate and foresee the needs of our customers.	All customer communication undertaken in agreed manner, format and timescales.
Take ownership of customer queries through to completion to ensure customer satisfaction.	Net Promoter Score (NPS), mystery shopping results, customer and colleague feedback.
Represent our brand and our values at all times to deliver a customer experience that differentiates us from our competitors.	Monitoring and processing of electronic communication.
	Level of consistency at all times of operation.
	To be presentable whilst on shift wearing uniform provided

	and maintain a clean and presentable reception area.
Service Delivery	
Possess and maintain exceptional product knowledge and actively seek out any missing knowledge.	Information provided to customers is current and accurate – measured through all available feedback channels.
Signpost customers through correct channels to ensure queries are resolved quickly, efficiently and to their satisfaction.	Actively keep up to date through communication channels e.g. meetings, updates etc.
Proactively seek opportunities to go the extra mile and upsell additional services and products relevant to the customer.	Reduction in levels of complaint escalation.
Proactively seek additional support at busy times from duty manager on shift.	Queues and delays are managed proactively utilising all resources available.
Take an active role in feeding back customer comments whilst on shift and during regular meetings.	Increase in secondary spend income.
Support the membership process, taking informative tours and signing up members in line with procedures.	Department feedback, customer feedback, customer retention.
Commit to continuous improvement through giving, welcoming and responding to colleague and customer feedback.	Net Promoter Scores (NPS).
	Shift preparation e.g. stock, memos, checking the daily bookings, internal emails etc
Internal Processes	
Encourage and support customers through self-serve journeys.	Daily shift paperwork completed with accuracy on every occasion.
Ensure entry to the Sports Village is controlled by turnstile or payment on entry as appropriate. Assertively challenge customers where appropriate.	Percentage of customers using self-serve portals.
Follow all Normal Operating Procedures (NOP) to ensure efficient, effective, accurate and consistent delivery of service.	Minimal variance in cash ups and banking.
Follow cash handling procedures to achieve accurate transactions, assist the Duty Manager with the resolution of any variances.	Staff Feedback, customer attendance reports.
Assist in the reviewing and updating of written NOP.	Attendance at team meetings and contribution to the team.

Communicate with accuracy and attention to detail internally to ensure resolution of customer queries.	To be confident in the use of all computerised systems and be prepared to assist in the training of others where appropriate.
Health and Safety	
To highlight any health and safety issues as they occur to the appropriate duty manager.	Excellent performance at mock EOP training.
Demonstrate confidence with emergency situations in accordance with procedures and training when necessary.	Timely input and accuracy of health and safety documentation.
Attend appropriate training sessions as detailed in emergency and operating procedures.	Provide follow up calls to customers who have reported an accident whilst visiting the facilities.
To take responsibility for highlighting any maintenance and cleaning issues to the appropriate Duty Manager.	
Responsibilities & Accountabilities: HSV 4.11-4.12 Senior Customer Advisor	
Key Result Areas and Tasks	Key Performance Indicators & Measures
Team and Actiity Management Support	
Assist in the training for permanent and casual staff and upkeep of appropriate records.	Training records of all CA's up to date and complete.
Assist with the monitoring of annual leave / lieu and organisation of the team rota.	Shifts covered with appropriately trained staff to agreed levels
Whilst on shift, lead by example and encourage staff to adhere to the appropriate staff standards, highlighting any issues to the appropriate Manager.	
Service Excellence	
Whilst on shift take lead of customer flag situations and seek to proactively resolve issues.	Net Promoter Score (NPS), mystery shop results, customer and colleague feedback.
To support with the written reply to customer comments / complaints.	Follow reporting procedures to resolve any system related or building issues to minimise impact on service.
To support in the delivery (or arrangement of) appropriate customer service training to the team.	
Financial	
To follow up with any cash discrepancies and support with administration and financial investigations.	Variances investigated and rectified.
To support with all aspects of banking.	Awareness of budget targets.
Monitor and process stock orders, keeping up to date with trends and proactively managing stock lines.	Stock levels maintained and secondary spend budget to forecast.

Conferences, Bookings and Events	
To be on shift for prestigious events. Assist in the preparation for bookings and events, ensuring the team are ready and informed of arrangements. Look ahead for flag situations, highlight or resolve where necessary.	Shift feedback from customers and colleagues. Communication of arrangements ahead of shifts. Liaise with relevant team to obtain up to date information.
Health and Safety	
Assist with the delivery and review of emergency and normal operating procedures and risk assessments for area. Support with H&S training of team. To highlight any health and safety issues to the appropriate Duty Manager.	External H&S audit results.
Responsibilities & Accountabilities: HSV 4.13 Senior Customer Advisor	
Key Result Areas and Tasks	Key Performance Indicators & Measures
Team and Activity Management	
To deputise and support Operations Manager with managing the Customer Service team. Assist with permanent and casual recruitment of Customer Advisors. To provide administrative support to the SEM with all administrative processes. Identify and deliver any in house training to new and established (customer care, Emergency and operation specific) as identified by the postholder or SEM.	Carry out team meetings, one to ones and appraisals as supported by Operations Manager. Ensure recruitment process is documented in accordance with procedures. Assist where possible with picking up additional shifts and swapping to assist the team and business. Inspiring and accurate in-house staff training is delivered and relevant records completed.
Service Excellence	
Whilst on shift, proactively resolve any customer concerns promptly and efficiently, actively seeking feedback from guests. Aid service excellence by proactively looking ahead, not only preparing for own shift but for the wider team, highlighting flag situations in advance. Ensure the team are resourced in order to provide service delivery.	Demonstrable knowledgeable of Health and Safety guidelines. Achievement of high scores in external health & safety audits. Staffing levels delivered within budget and service is

	maintained throughout opening hours. Communicate guest and operational feedback to the relevant team to enable positive development in delivery. Net Promoter Score (NPS), mystery shopping results, customer and colleague feedback.
Health and Safety	
Ensure all facilities are clean, safe and welcoming and comply with relevant health and safety legislation and guidelines at all times. This will include being accountable for good practice, co-ordination of relevant health and safety checks, audits and reviews within all places where service delivery takes place. Inform the relevant staff of any concerns relating to the health & safety of the areas under their management in a timely manner Support with the review, implementation and staff training of the Normal Operating Procedures and Emergency Action Plans	Achievement of high scores in external health & safety audits. Any health & safety concerns will be formally documented through agreed channels. Evidence of all shift documents and checks have been completed in accordance with written procedures.
Financial	
Carry out an end of shift cash up and follow up with any cash discrepancies and support with administration and financial investigations in line with written procedures. Proactively identify opportunities for additional income opportunities or efficiency savings.	Show evidence of investigating any cash up variances to identify any missing monies when deputising as Duty Manager. Follow appropriate process to rectify variances.

OTHER TASKS

To contribute positively to the development of the wider UH Sport and Hertfordshire Sports Village business.

Undertake any tasks or additional responsibility that the Director of Sport may deem appropriate to the level of the post.

SUPERVISION RECEIVED

The Customer Advisor will report to the Operations Manager who will provide regular informal meetings and supervision, annual appraisal and reviews. The level of this post requires the post holder to work under their own initiative.

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SUPERVISION GIVEN

The Customer Advisor will at times be required to provide, supervision and support on shift to casual and new members of the team.

In addition, it is expected that the Senior Customer Advisor will provide training to members of staff as needed.

RELATIONSHIPS/CONTACTS

Internal - all customers and potential customers of the Sports Village; HSV colleagues; staff from different areas within the company; staff within the University including academics, management, support services and subsidiary companies; staff from the PFI partner company (Pinnacle); other internal suppliers of services.

External - Clubs, organisations and individuals who use or could use the facilities and services. Customers from the community, businesses and business organisations, local authorities, including education and leisure services, external agencies and suppliers, professional and amateur sports clubs and organisations, local and national media.

STAFF MANAGEMENT DUTIES

The following duties are relevant to all staff with people management responsibilities:

1. Oversight of staff issues for those within the allocated group including excellent people management, appointment, probation, appraisal, development, promotion and progression, review of performance according to policies and procedures agreed by the University.
2. Maintenance of records of staff development activities.
3. Oversight and monitoring of staff workloads in order to ensure an equitable distribution of staff loadings across the staff group and the most effective use of staff resources.
4. Ensuring talented staff in the groups are recognised, rewarded, and retained so ensuring that suitable succession plans are in place.
5. The visible commitment, management, and maintenance of high standards of safety throughout their domain commensurate with current Health and Safety legislation and with the University's Health and Safety policy.
6. Identify achievable equality goals.

TERMS AND CONDITIONS OF EMPLOYMENT

Conditions of Service

Hertfordshire Sports Village and other sports activities within the University of Hertfordshire are managed by Polyfield Property Ltd., which is a wholly owned subsidiary company of the University of Hertfordshire. The terms and conditions of employment are reviewed by the Board of Polyfield Property Ltd.

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Hours of Work

This post is a full-time position (1.0 FTE) consisting of 37.5 hours per week. Actual working hours will vary as per business requirements. This position requires the post holder to be flexible and when necessary, support the staff on shift, at times offering cover, which may include early mornings, evenings, weekends and bank holidays. Time off in lieu (at flat rate) is given for hours worked in excess of the standard week.

Annual Leave

The annual leave year runs from 1st October to 30th September. Staff are entitled to 23 working days paid holiday (pro rata for part time contracts) during the course of the holiday year. After two years continuous service, holiday entitlement will increase to 24 days and after four years an additional 2 days are awarded. Time off in Lieu will be awarded (at flat rate) for hours worked on bank holidays.

Salary: HSV3-4 plus Performance Related Pay

An annual pay increase to recognise the cost of living/inflation will be paid subject to approval by the Board of Polyfield Property Ltd. The post is subject to performance review and may qualify for a performance related bonus after completion of a probationary period. Salaries are paid in arrears by credit transfer to a named bank or building society

Appointments confirmed at HSV 3-4 will be dependent on significant and demonstrable skills and experience which align with the desirable criteria accompanied by the additional accountabilities and responsibilities stated. There will be the ability to move up through the salary grades as knowledge and experience grows within the role and agreed set criteria met. This will be monitored through regular one to one and appraisal meetings.

Pension

The Company will comply with any automatic enrolment duties it may have in respect of you under part 1 of the Pensions Act 2008. The Company is currently using the National Employment Savings Trust (NEST) pension scheme in respect of these duties.

Membership of the scheme is strictly subject to the rules of the scheme which may be amended from time to time.

If you are enrolled into the NEST pension scheme, the Company shall be entitled to deduct from your salary any amounts payable by you as member contributions.

The Company reserves the right to vary or discontinue any scheme in place from time to time.

Additional Benefits

Staff are welcome to use the facilities at Hertfordshire Sports Village in accordance with our staff usage policy. Staff may also nominate one person to receive a discounted membership.

A uniform is provided for all appropriate staff.

As a subsidiary company of the University of Hertfordshire staff may utilise all benefits open to UH staff, this includes access to catering outlets and Learning Resource Centre, discounted travel on Uno buses, access to discounted nursery facilities. Staff may also access courses run by the Staff Development Unit, University and Associated Colleges, assuming this does not conflict with requirements of your post.

There is a sick pay/sick leave scheme in operation.

This document outlines the duties required, for the time being, of the post entitled Customer Advisor to indicate the level of responsibility. It is not intended to be a comprehensive or inclusive list and the Operations Manager may vary duties, from time to time, which do not change the general character of the job or the level of responsibility entailed.

PERSON SPECIFICATION

Post Title: Customer Advisor

Qualifications and Memberships	
GCSE level grade c/4 and above, or equivalent industry specific qualifications, including Maths and English.	Essential
A levels or equivalent demonstrable industry specific qualification.	Desirable
Qualification or demonstrable experience in administration or hospitality management.	Desirable
Current First Aid at Work.	Desirable
Customer service qualification.	Desirable
Experience	
Proficient in use of Microsoft Office packages.	Essential
Previous experience in providing an exceptional customer orientated service.	Essential
Previous experience in providing an exceptional customer orientated service in a busy leisure environment.	Desirable
Telephone call handling experience.	Desirable
Experience of cash handling.	Desirable
Experience of administrative tasks.	Desirable
Supervision of other staff on shift.	Desirable
Delivering training sessions for other staff.	Desirable
Previous support with rota management.	Desirable
Knowledge and Ability	
Knowledge of likely requirements of Sports Village customers.	Essential
Ability to multi-task and thrive in a busy customer facing environment.	Essential
Strong attention to detail.	Essential
Ability to work flexible and unsociable hours.	Essential
Ability to communicate at all levels.	Essential
Innovative approach to problem solving.	Essential
Ability to retain knowledge and solve problems on own initiative.	Essential
Ability to motivate self and others.	Essential
Excellent levels of written and spoken English	Essential
An understanding and knowledge of the leisure industry.	Desirable
Importance of customer service and influence on retention	Desirable
Knowledge of budget and procurement processes.	Desirable
Ability to train others.	Desirable
Proven ability to recognise and diffuse difficult situations.	Desirable

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Behaviours and Attributes	
Genuine passion for delivering an exceptional customer experience.	Essential
A people person, likes working with customers.	Essential
A 'can do' approach to situations.	Essential
Confident in their ability to build good working relationships at all levels.	Essential
Ambition to progress.	Desirable
Our Values	
Always demonstrates our WELCOMES values: Welcoming Extra Mile Leadership Consistency Open & Honest Memorable Enthusiastic About Continuous Improvement Sport First	