

POSITION DESCRIPTION

POSITION TITLE:	UNIT LEADER ENGAGEMENT
DIVISION:	CITY SERVICES AND LIVING
DEPARTMENT:	CITY LIFE
SECTION:	HUME LEISURE
CLASSIFICATION:	BAND 7

POSITION OBJECTIVES:

The Unit Leader Engagement will strategically lead the Customer Service, Marketing, Sales, Administration, People Management and Swim School areas at all Hume Leisure facilities

The incumbent will provide vision, leadership and energy to lead and manage the strategic and business performance requirements of Hume Leisure. They will also ensure that Hume Leisure business performance objectives are achieved with specific focus on customer service, marketing and promotions, sales, administration and staff performance and learn to swim.

This position requires an astute individual, experienced in leading large teams, creating high energy work environments, who also has commercial acumen in the management of large and diverse work sites. The active living team exist to empower, activate and connect our community.

KEY RESPONSIBILITIES AND DUTIES:

1. Cultivate a high performing team

- Foster a collaborative and motivated team environment that encourages accountability, innovation, professional development, and exceptional service delivery.
- Work collaboratively with People and Culture to promote the processes and interventions that are necessary to improve performance, capability and growth of all staff.

2. Support Financial Management and Budgeting

- Assist in monitoring departmental budgets, controlling costs, and contributing to the financial sustainability of Hume Leisure.
- Ensure that all contracts and purchases are made in accordance with financial delegations and the provisions of Council's purchasing and procurement policies.

3. Enhance the Customer Experience

- Deliver outstanding service that provides our customers with a consistent experience that is kind and considerate; easy to access and enjoy; responsive to needs and expectations; and accessible and inclusive.
- Work collaboratively with Council's Customer Experience, Communications and Engagement department.
- Maintain effective and cooperative communication with all customers, community groups/organisations, business, Council and other government authorities.
- Respond to and provide advice for escalated complaints received at Leisure Centres, through social media channels and Councillor request

4. Contribute to Shared Leadership of Facilities

- Work collaboratively with Hume Leisure leaders to oversee day-to-day operations across aquatic and leisure sites, ensuring smooth service delivery and progress towards strategic goals.

5. Strengthen Marketing and Brand Identity

- Assist in the creation and promotion of a unified marketing brand, developing local campaigns aimed at increasing memberships and attendance at aquatic centres, gyms, and leisure facilities.

6. Drive Membership and Participation Growth

- Implement marketing initiatives and customer engagement strategies that result in measurable growth in active users and community engagement.
- Develop and implement key business development strategies and business models to increase participation in aquatic and leisure activities.
- Prepare, monitor and review the delivery of all services and programs and evaluate their efficiency, relevance and effectiveness in meeting financial and operational objectives and optimising customer satisfaction.

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7. Provide People Leadership and Support

- Ensure customer service and marketing activities support broader organisational goals, KPIs, and community outcomes identified in strategic business plans.
- Communicate and implement people management strategies for the continual improvement in service delivery and professional development of all staff. With a particular focus on enhancing recruitment, induction and training to deliver a high performing culture.
- Maintain effective administrative and people management support for Hume Leisure.
- Develop and deliver change management and strategic direction initiatives as required

8. Align Initiatives with Strategic Plans

- Ensure customer service and marketing activities support broader organisational goals, KPIs, and community outcomes identified in strategic business plans.
- Ensure that staff, have a clear understanding of their role, objectives and strategies contained within the annual Council Plan and Hume Leisure business plan.

9. Ensure Operational Excellence

- Participate in daily operations including staffing, front-line service delivery, and facility presentation to maintain high operational standards.
- Ensure that the range of programs and services provided are industry leading and encourage and support the health and wellbeing of the community and are inclusive and responsive to the changing demographics of the Hume community.
- Participate in industry associations and networks to maintain up to date knowledge of industry trends and identify the implications.
- Provider customers with an experience of consistent excellence at all Centres in all facets including merchandise, café operations, learn to swim, front of house and community events.

10. Strengthen business performance and reporting

- Identify service gaps, service development opportunities, community leisure needs and identify short- and long-term strategies to address them.
- Provide strategic advice and implement business performance reporting.

11. Promote Compliance and Safety

- Support adherence to health and safety policies, child safety standards, and industry regulations to ensure a safe and inclusive environment for staff and patrons.
- Assist in monitoring departmental budgets, controlling costs, and contributing to the financial sustainability of Hume Leisure.
- Ensure that all staff are aware of, and work within legislative requirements for the operation and management of a public aquatic and leisure facility.

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ORGANISATIONAL RELATIONSHIPS:	
Reports to:	Group Manager Leisure
Supervises:	Coordinator Swim School, Coordinator Customer Experience
Internal Contacts:	Hume Leisure Engagement Team Leaders and Staff Hume Leisure Leadership Team Hume Leisure Group Customer Experience Department Active Living Department People and Culture Strategic Communications Department Other Hume City Council staff
External Contacts:	Hume Residents/Ratepayers and other stakeholders that use the facilities Contractors and or consultants Government departments, statutory authorities, agencies and industry bodies, including Royal Life Saving Society, Austswim, and Parks and Leisure Australia Relevant state and federal government departments Other leisure service providers Schools (including tertiary education institutions) and clubs Relevant unions

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ORGANISATIONAL CONTEXT

VISION

Hume City Council will be recognised as a leader in achieving social, environmental and economic outcomes with a common goal of connecting our proud community and celebrating the diversity of Hume.

MISSION

To enhance the social, economic and environmental prosperity of our community through vision, leadership, excellence and inclusion.

OUR VALUES

At Hume City Council, our Values underpin everything that we do.

	<p>We're better, every day</p> <p>We give things a go and value progress over perfection. We have permission to go for it and are expected to reflect and learn.</p>
	<p>We're in it together</p> <p>At Hume, everyone matters. We welcome and include all. Respect and safety are expected.</p>
	<p>We show up</p> <p>We empower and trust others and own our work. We rise to the challenges and are expected to do what we say we will.</p>
	<p>All for Hume</p> <p>We strive to achieve our best for the Hume Community. We are proud and passionate about working towards better outcomes and expect that they are at the centre of everything we do.</p>

WORK HEALTH & SAFETY (WHS)

Employees are required to participate in the WHS process by:

- Following established safe working instructions, procedures and policies.
- Taking reasonable care for their own Work Health and Safety and that of others.
- Seeking assistance when unsure of practices, procedures and policies to perform a task.
- Reporting all incidents, injuries, near misses, damage to property and hazards as soon as practicable to their supervisor and the WHS Team.
- Actively participating and contributing to inspections, audits, team meetings and training.
- Ensure that relevant WHS legislation is complied with.

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Managers, Coordinators, Team Leaders and Supervisors are required to participate in the WHS process by:

- Assist with the implementation of WHS policies, procedures, guidelines, work instructions and Control Plans.
- Consult with employees on WHS issues and support Health & Safety Representatives in their duties and/or requests.
- Discuss WHS issues as a part of team meetings.
- Conduct and document system reviews and inspections of employees and contractors with assistance from the WHS Team, manager(s), Health & Safety Representatives and/or employees.
- Ensure appropriate training and instruction is given to personnel allowing them to complete jobs safely and without risks to health and safety.
- Take appropriate action to alleviate any hazards, unsafe acts or omissions that are observed or brought to their attention and provide appropriate feedback and support.
- Conduct effective induction of all employees, followed by ongoing training to develop and maintain a high level of WHS awareness.
- Assist with the implementation of Return-to-Work Plans.
- Ensure that relevant WHS legislation is complied with.

RISK MANAGEMENT

Contribute to a positive risk management culture by complying with the *Risk Management Policy*, assisting with the implementation of the Risk Management Strategy and reporting risk management concerns and improvements to their supervisors and/or managers.

Manage risks in area of responsibility by complying with the WHS Policy and Processes and implementing appropriate risk management strategies.

Demonstrate Council's commitment to implementing best practice risk management processes.

STATEMENT OF COMMITMENT TO CHILD SAFE STANDARDS

Hume City Council is a child safe organisation with zero tolerance for child abuse. Council adheres to the Victorian Child Safe Standards and related legislation, and Council acknowledges the cultural safety, participation and empowerment of all children, especially children from Aboriginal and Torres Strait Islander, or culturally and/or linguistically diverse backgrounds and those with a disability. As such, all staff must ensure that their behaviours and actions are consistent with these standards.

SERVICE PLANNING & CONTINUOUS IMPROVEMENT

It is a requirement of the Service Performance Principles of the *Local Government Act 2020* for Councils to continuously improve service delivery and service performance. Managers and Coordinators are responsible for undertaking service planning and continuous improvement in their area/s of responsibility and ensuring implementation of service plan actions in accordance with Council's Service Planning Framework.

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ASSET MANAGEMENT

Staff are responsible for undertaking Asset Management functions in accordance with Council's Asset Management Policy to ensure Council assets continue to be appropriately managed and maintained.

ENVIRONMENTAL SUSTAINABILITY

Hume City Council has a strong and enduring commitment to environmental sustainability and prides itself on its leadership on a range of environmental issues. Council's Sustainable Environment Department leads Council activities in this area; however all Council departments have a direct responsibility for implementing environmental sustainability actions across all Council operations and services to the community.

Council's *Live Green Work Green* employee behaviour change program encourages staff participation in reducing the environmental impact of Council operations. Staff are encouraged to join the environmental leadership team, the *Green Team*, which guides action in this area.

HUMAN RIGHTS APPLICATION

As a public authority Council is legislated to act in ways that are compatible with human rights. The Charter of Human Rights and Responsibilities Act 2006 (Vic) provides a framework to guide decision making, to manage risks and to ensure the business of government is carried out in a balanced, transparent, and accountable way. As an employee of a public authority consideration of the human rights of all who Council aims to serve facilitates the improved provision of services, policies and strategies.

POLICE CHECK: The incumbent must have and maintain a current Police Check	
WORKING WITH CHILDREN CHECK: The incumbent must have and maintain a current Working with Children Check	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
PRE-EMPLOYMENT MEDICAL CHECK <ul style="list-style-type: none"> The incumbent must undergo a Pre-Employment Medical Check (including fitness for work and functional capacity assessments, muscular-skeletal screening and drug & alcohol test. May also include cognitive assessment.) The incumbent must undergo a Pre-Employment Audio Test 	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
PSYCHOMETRIC ASSESSMENT The incumbent must undergo a series of psychometric assessments (Psychometric testing can take various forms, such as numerical, mechanical, logical, verbal, or skills tests) to ensure suitability for the position	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
OTHER DUTIES Responsibilities and duties included in this position description are subject to the <i>Multi-skilling</i> provisions of the <i>Hume City Council Enterprise Agreement</i> as varied from time to time.	

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ACCOUNTABILITY AND EXTENT OF AUTHORITY:

The incumbent is responsible and accountable for:

- Displaying and promoting Our Hume Values & Guiding Behaviours.
- Maintaining knowledge of and working within Organisation Policies and Procedures including Equal Employment Opportunity (EEO) and Occupational Health and Safety (OHS) and Code of Conduct.
- In conjunction with the Group Manager Leisure, develop and implement strategic plans, policies and guidelines.
- Providing efficient and effective operational and strategic management.
- Service innovation and application of best practice and continuous improvement methodologies in the management of leisure sites with a specific focus on customer service, marketing, promotions, sales, people management, swim school and administration.
- Responsible for all aspects of service delivery including staff management, financial management, designing and implementing required procedures and initiating programs to meet community needs.
- Providing direction and support by leading, supervising and developing staff under their direction including performance management.
- Ensuring programs and services are carried out in accordance with relevant legislation, policies, budgets and Council guidelines.

JUDGEMENT AND DECISION MAKING:

The incumbent is accountable for:

- Research, evaluate, implement and review requirements for leisure planning, resourcing and service delivery.
- Utilise complex problem-solving skills and sound independent judgment within broad goals, policies and relevant legislation, to ensure the delivery of services within regulatory and budgetary requirements.
- Using initiative to develop ideas and innovative responses, and planning and policy options for the provision of strategic advice and recommendations to the Group Manager Leisure and Manager Active Living.
- Provision of accurate and timely strategic advice and support to management and staff.
- Guidance and advice is not always available within the organisation.

SPECIALIST KNOWLEDGE AND SKILLS:

The following knowledge and skills are required to be utilised:

- Specialist knowledge in customer engagement, marketing, sales and aquatic programs operations.
- Leadership of the Swim School discipline in overseeing the Hume Swim School and Aquatic Programs.
- Leadership of the Customer Experience in overseeing reception, café operations, merchandise, people management, administration, marketing and sales functions.
- Extensive experience in business development and service delivery in a commercial environment and sound financial management skills including budget development, financial analysis and development and implementation of business plans for leisure centres.

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- Demonstrated experience to communicate effectively in politically sensitive environments with confidence through all communication channels.
- Demonstrated experience in developing and implementing policy, strategies and programs relevant to the leisure industry.
- Knowledge of current legislation and requirements relating to public health and safety issues, including pool operations requirements and public health legislation.
- Provision of accurate and timely strategic advice and support to management and staff.

MANAGEMENT SKILLS:

The following management skills are required to be utilised:

- Implement relevant legislation including EEO OHS, and ensure adherence to legislation, policies and procedures.
- Proven time management skills including setting priorities, organisation of work and meeting of deadlines in a complex and diverse work environment.
- Project management experience including knowledge of procurement, contractor engagement, supervision and OHS requirements.
- Successfully implement Council and senior management decisions.
- Oversee evaluation of contracts with external service providers and agencies.
- Demonstrated high quality analysis and problem-solving skills including the ability to achieve outcomes and deliver projects on time within budget allocations.

INTERPERSONAL SKILLS:

The following interpersonal skills are required to be demonstrated:

- Highly developed oral and written communication skills including the ability to write high level reports and submissions.
- Excellent communication, interpersonal and leadership skills and maintain relationships with internal (including staff) and external stakeholders.
- Develop and motivate team members.
- Strong advocacy, relationship management and persuasion skills to ensure the aims and objectives of the centre are promoted to the community, Councillors, peak bodies, state and federal government in an articulate professional manner to achieve successful outcomes.
- Ability to influence, advocate, and negotiate effectively
- Passion for learning and growth of self and others

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QUALIFICATIONS AND EXPERIENCE:

The following qualifications and experience are required for the position:

- Tertiary qualifications either in leisure, recreation, facility management or a business-related discipline with a least five years relevant experience or lesser qualifications with intensive specialist experience in a senior role in leisure, recreation or facility management.
- Demonstrated experience in development and implementation of strategic programs and policies and experience in operating and managing a large aquatic/fitness facility.
- Extensive experience in service delivery and sound financial management skills including budget development, financial analysis and development and implementation of business plans for leisure centres.
- Demonstrated experience in leading and managing large number of employees, and implementation of people management strategies for the continual improvement of service delivery and professional development of all staff.
- Demonstrated experience in service innovation and application of best practice and continuous improvement methodologies in the management of leisure centre operations with a specific focus on customer service, marketing and sales, staff management, administration and learn to swim
- Current Victorian drivers licence, current working with children check, CPR and Level 2 First Aid.

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TASK ANALYSIS

In undertaking the inherent requirements of their duties, a person in this position may be expected to work in or be exposed to the following conditions or activities as marked.

Condition/Activity	Constant	Frequent	Occasional	N/A
Manual handling weights – above 10kgs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
– below 10kgs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Manual handling frequency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Repetitive manual work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Repetitive bending/twisting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Repetitive kneeling/squatting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working with arms above head	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Lifting above shoulder height	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Using hand tools – vibration/powered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Operating precision machinery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Close inspection work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wearing hearing protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wearing eye protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wearing safety shoes/boots (steel cap) / gum boots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wearing other relevant PPE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working in dusty conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working in wet/slippery conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working with chemicals/solvents/detergents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Washing hands with soap (hygiene)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working at heights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working in chillers (+4 degrees C)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Performing clerical duties	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working on a keyboard	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driving cars and/or trucks	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

VARIATION TO CONDITIONS OF EMPLOYMENT:

These conditions of employment, your duties and your location may be varied by Council during the term of your employment.

The key responsibilities and duties in this position description are to be undertaken in accordance with the General Employee Handbook.

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AGREEMENT:

I hereby accept and agree that by placing my electronic signature in the text box, this shall be considered as an original signature for accepting the duties in this position description. I understand that key responsibilities and duties in this position description will be undertaken in accordance with the Employee Handbook and I agree to abide by the terms and conditions stipulated therein.	
Name (Please print):	
Signature:	Date:

SELECTION CRITERIA:

Selection will be based on the following selection criteria; however, reference will also be made to other listed skills, knowledge and attributes as required in the position description:

- 1. Tertiary qualifications either in leisure, recreation, facility management or a business-related discipline with a least five years relevant experience, or lesser qualifications with intensive specialist experience in a senior role in leisure, recreation or facility management.
- 2. Demonstrated experience in service innovation and application of continuous improvement methodologies in relation to member, patron and swimming lesson participant’s experience when engaged with leisure facilities.
- 3. Extensive experience in service delivery and sound financial management skills including budget development, financial analysis and development and implementation of business plans for leisure centres.
- 4. Demonstrated experience in leading and managing large number of employees, and implementation of people management strategies for the continual improvement of service delivery and professional development of all staff.
- 5. Proven ability to effectively, manage competing priorities and maintain service quality in a fast-paced environment.
- 6. Demonstrated experience in the developing sales and marking campaigns aimed at increasing memberships and attendance at aquatic centres, gyms, and leisure facilities.
- 7. Demonstrated experience in developing and executing marketing campaigns and sales strategies
- 8. Proven ability to handle complex and challenging customer interactions with professionalism, empathy, and a solution-focused approach.

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