

Contact Centre Manager Position Outline

February 2026



Lifestyle
Communities®



The Lifestyle story

Since beginning Lifestyle Communities® in 2003, our mission has always been to enable working, semi-retired and retired people over 50 to enjoy affordable luxury living in a secure community setting, while having the freedom to enjoy new possibilities with greater peace of mind.

Our first community was at Brookfield in Melton, and over the years we have kept improving on what we do based on the feedback from our customers and homeowners. We have grown the business on two key adages;

1. **"You never get a second chance at a first impression"** and we ensure that whether it is the look of our communities or the service we deliver, our customers always get a fantastic first impression.
2. **"A customer may forget what you told them, but they will never forget how you made them feel"**. We want to make every customer touchpoint an amazing experience, one that they will remember and recall with friends and family. We want to ensure that their experience living in a Lifestyle Community is an extremely positive one.

These two adages have been the key enabler of our growth and success over the years and will become even more important as we develop and grow.

Our purpose

We're champions for facilitating a bigger, more enhanced life for our homeowners. A cohort of like-minded retired, semi-retired and working downsizers who belong to a generation that's seen more change than any before; and possibly any to come.

We **build** communities because our homeowners have worked hard for what they have and they deserve affordable, beautifully designed and low maintenance homes in concert with best-in-class amenities. We **create** communities because our homeowners haven't given up on returning to a time when they built strong communities around their own homes. We **nurture** the homeowners within our communities because they seek a space that's truly their own, that strikes the perfect balance between connection and privacy, independence and activity.

Like us, our homeowners rail against an earnestly bland existence or disappearing into a sea of sameness; the one-size-fits all approach that places limitations on what's possible. Which is why we actively listen to them; to their hopes for now and their dreams for the future, so the next time they ask, "what's next?" we've already been busy reimagining.

But, most of all, we champion bigger, more enhanced lives for our homeowners because we know that reducing their property footprint takes a giant leap of faith. This is why we believe it's a privilege to walk alongside them as they elevate the next phase of their lives.

Like us, we believe they're just getting started.

After all, they're the generation of change. **And they're not done yet.**

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Role summary

As the Contact Centre Manager you will drive contact centre activities and lead a team of Creators of First Impressions to deliver exceptional results as an initial touchpoint through the customer journey.

You will lead the team that answers and responds to enquiries from customer (via phone, email or webchat) to provide information on products, financial models and other enquires with a focus on providing exceptional customer service, qualifying leads and arranging community appointments for lifestyle consultants.

You will understand the interlaced journey between the Sales and Marketing team and have an outbound focus to support activities in those areas.

The Contact Centre Manager will foster a culture of coaching, continuous improvement, and customer-centricity, while collaborating closely with Marketing, Sales, and Digital teams to enhance operational performance and customer experience.



Who am I?

I am a passionate person that really enjoys working in a highly engaged and supportive environment to deliver **amazing** service to our team and customers. I have an absolute **passion** about customer service and believe that delivering amazing customer service should be in every business' ethos.

I have **high empathy** and can put myself in the shoes of team members and our homeowners to understand their needs and how to provide an experience that exceeds their expectations.

I have **high EQ** and my working style is one of **collaboration** and **consultation**. I see this role as both **challenging** and **rewarding**.

I am eager to grow my skill set whilst at the same time using my experience to achieve and drive results and **make a real difference**.

I continually seek to improve the overall experience for our team members and homeowners. I am excited to **think outside of the box** and constructively challenge the business to be exceptional in all that we do.

I treat everyone with **respect** and show humility in all interactions. I believe that Lifestyle Communities makes a real difference to our customers lives and I work to ensure that I can also make a difference to what we do and the service and product we deliver.

I am **thoughtful, compassionate, kind** and **value relationships**.

I work for Lifestyle Communities!



Our values

Our values drive all our interactions with our customer.

We know that by living these values we can deliver excellent customer service to all stakeholders and believe that these values differentiate us from other operators in this sector.



**Do it from
the heart**



**Constantly
curious**

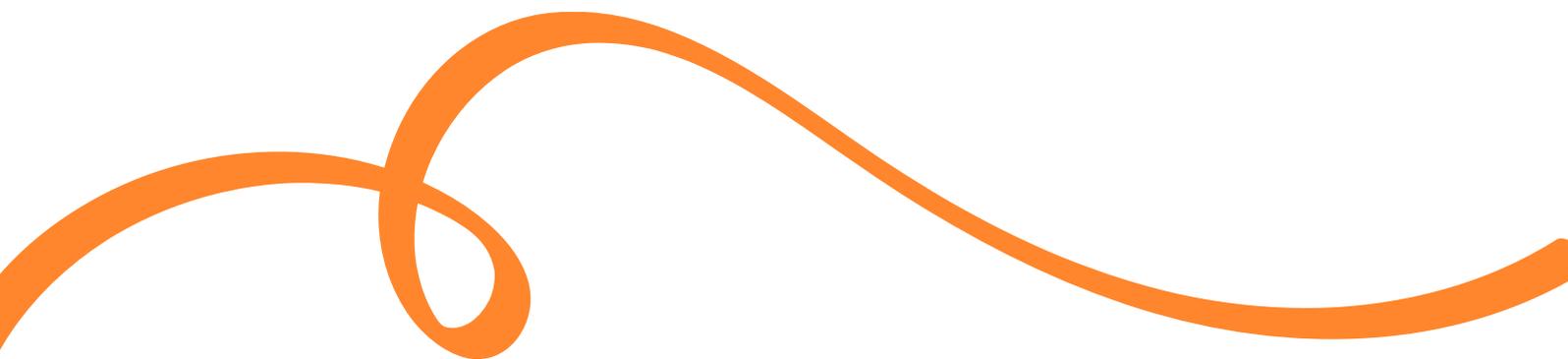


**Own it.
Sort it.**



**Strive for
excellence**

Position title	Contact Centre Manager
Reports to	Executive General Manager – Marketing
Direct reports	Contact Centre Lead Creator of First Impressions
Location	South Melbourne Support Office Suite 2.02, Level 2 68 Clarke Street, Southbank VIC 3006 Travel to Lifestyle Communities throughout Victoria as required.
Employment type	Full Time
Department	Marketing
Key relationships	Internal <ol style="list-style-type: none">1. Digital and Project Marketing Team2. Sales Team3. Homeowner Experience Team4. Sales Operations lead5. Sales and Settlement Lead6. LIC Consultants External <ol style="list-style-type: none">1. Our Homeowners2. Potential Homeowners3. Contractors4. Investors



Role

Key tasks / deliverables

Leadership & Team Development

1. Lead, coach and develop a team of Creators of First Impressions to achieve individual and team KPIs (currently 3 team members)
2. Foster a high-performance culture focused on quality conversations, customer satisfaction, and appointment conversion.
3. Stakeholder manage like a pro, proactively fostering positive and functional relationships across Marketing, Sales and Homeowner Experience.

Conversion & Data Focus

1. Drive appointment-setting outcomes from warm leads, ensuring high conversion rates from inbound enquiries
2. Fluent with using data to track and measure performance, and seeking data insights to validate new areas of opportunity
3. Collaborate with Marketing and Sales to align lead handling strategies and optimise campaign outcomes.

Customer Experience

1. Champion a customer-first approach, ensuring all interactions reflect empathy, professionalism, and value—including conversations involving sensitive or emotional matters. This includes interactions with prospects, existing homeowners and our internal team in the communities
2. Demonstrate a passionate commitment to the Lifestyle Communities brand and values and communicate with passion and clarity
3. Monitor service quality and implement improvements to enhance customer satisfaction and service excellence

Operational Management & Technology

1. Oversee daily operations including rostering, queue management, and service level adherence.
2. Utilise contact centre systems (e.g., Salesforce CRM, Aircall, Live Chat) and analytics to drive efficiency and performance

Continuous Improvement & Innovation

1. Identify and implement process improvements to enhance team productivity and customer outcomes.
2. Leverage data insights to refine scripts, workflows, and training programs, bringing an open experimental mindset



What will success feel like for you?

In addition to fulfilling the requirements listed in this position outline, you will be inspired and challenged, and your learning curve will be steep. You will genuinely believe in the purpose of the business, and you will wake up eager to start the working day where your contributions are valued and rewarded.

The key challenges of this role

1. Lead with high curiosity to implement continuous improvement initiatives with measurable impact.
2. High conversion rates from inbound enquiries to booked appointments.
3. Achievement of team and individual KPIs including service levels, customer satisfaction, and productivity.
4. Strong team engagement, low attrition, and evidence of team development
5. Effective collaboration with internal stakeholders to support business objectives and enhance the customer journey.

Our ask of you

We have a strong history up to today and we need passionate, motivated and entrepreneurial team members to challenge the status quo.

By joining the Lifestyle Communities team, you are committing to give it your all, live our values, take some risk and make a difference. That is all we ask.

I understand the key deliverables and values of Lifestyle Communities, and will execute my role as **Contact Centre Manager** to reflect this position outline.

Signature