

Position Description	
<b>Position Title:</b> Chinese Speaking Guide	<b>Division:</b> Marketing
<b>Reports To:</b> Director Marketing	<b>Workplace level:</b> Level 2 during training period then upon successful completion of training will increment to level 5
<b>Loading:</b> Casual	<b>Special:</b> Will be required to be available to work weekdays, weekends and public holidays and school holidays
<b>Position Created Date:</b> 04 May 2011	<b>Position Review Date:</b> 5 March 2018

## ORGANISATIONAL ENVIRONMENT

### The Organisation

Sovereign Hill is Australia's foremost outdoor museum, and enjoys international recognition as such. Sovereign Hill Museums Association is a not-for profit community-based museum organisation that employs 350 people. The organisation includes Sovereign Hill Outdoor Museum, the Gold Museum, Sovereign Hill Hotel, Blood on the Southern Cross (BOSC) and Narmbool.

### The Department/Area

The Marketing Department promotes the Sovereign Hill brand to both international and domestic markets. It drives publicity and ensures customer service standards are maintained at the highest level possible. Our Chinese speaking tour guides provide fully guided tours for Asian groups visiting Sovereign Hill.

## ORGANISATIONAL CHARTER

### Purpose

Our purpose at Sovereign Hill and the Gold Museum is to inspire an understanding of the significance of the central Victorian gold rushes in Australia's national story, and at Narmbool of the importance of the land, water and biodiversity in Australia's future.

### Mission

Our Mission is to collect, conserve and interpret the mining, social, cultural and environmental heritage of the Ballarat region.

## Values

### **Service**

We will ensure that every visitor's experience is satisfying, and that their needs are paramount in our decision-making.

### **Respect**

We will act with respect and free from any form of discrimination in what we say and do.

### **Safety**

We will maintain a safe and healthy workplace for all our visitors and for all who work on our sites.

### **Integrity**

We will act in accordance with international and national codes of ethical practice for museums.

### **Responsibility**

We will be a socially and environmentally responsible business and employer.

### **Sustainability**

We will maintain our financial viability and independence by using our resources efficiently and effectively.

PRIMARY ROLE
To enhance the visitor experience of our Asian tour groups by providing them with a thematic interpretation of accurate historical information about life in Ballarat goldfields in the 1850's, particularly the role of the Chinese and to gain an understanding of the importance of Sovereign Hill in its historical context.

WORKS CLOSELY WITH
<ul style="list-style-type: none"> <li>• Director Marketing</li> <li>• International Sales and Marketing Manager</li> <li>• Domestic and International Marketing Coordinator</li> <li>• Entrance Staff</li> <li>• Mine Staff</li> <li>• Operations and Retail Staff</li> </ul>

<b>JOB TASKS AND RESPONSIBILITIES</b>	
<b>Key result area</b>	<b>Major activities</b>
Tour Guides	<ul style="list-style-type: none"> <li>• Obtain a solid understanding of the role of the Chinese during the 1850s Ballarat Goldfields to provide interesting and informative guided tours of Sovereign Hill for international groups</li> <li>• Provide translation between visitors and staff in retail enterprises and for demonstrations and tours</li> <li>• Undertake Secret Chamber and Whoa Hawp Mine tours (does not include us of train or tours of Stope and Trapped)</li> <li>• Set up the Chinese Village including cleaning of the Temple, lighting of incense, soup preparation</li> <li>• Activate the Chinese Village to enhance the atmosphere of the presence of the Chinese on the gold fields</li> <li>• Gain a sound knowledge of the Diggings and the alluvial gold mining periods to demonstrate, guide and assist visitors with panning</li> <li>• Escort tour groups through the Red Hill Mine</li> <li>• Level 4 retail and operations duties as and when required</li> <li>• Major speaking roles in interpretive theatre pieces, demonstrations and various tours around the museum eg: Diggings tours, labyrinth tours</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>• Work closely with the Marketing Coordinator to deliver the product/brand as promoted in South and North Asian countries</li> <li>• Attend regular marketing training</li> <li>• Understand the seasonal marketing activities and promotions</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• Ensure work areas are presented at optimum levels</li> <li>• Work cohesively with all team members</li> <li>• Participate in the induction, training and mentoring of new staff as required</li> <li>• Contribute to the enhancement of staff knowledge and skills</li> </ul>
Operations	<ul style="list-style-type: none"> <li>• Undertake the responsibilities of the position adhering to:               <ul style="list-style-type: none"> <li>➢ SHMA policies and procedures</li> <li>➢ The Sovereign Hill Code of Conduct</li> <li>➢ The Sovereign Hill Workplace Safety Rules</li> <li>➢ Equal Opportunity and anti-discrimination legislation and requirements</li> <li>➢ Occupational Health and Safety (OH&amp;S) legislation and requirement</li> </ul> </li> <li>• Participate in annual performance reviews, meetings and staff training and professional development as and when required</li> <li>• Champion, advocate and enforce all organisational policies, procedures and practices</li> <li>• Foster a culture which values safety as primary consideration in all activities</li> <li>• Wear costume in accordance with the guidelines set by Sovereign Hill</li> <li>• Other relevant tasks as required</li> </ul>

**KEY SELECTION CRITERIA**

- Speak fluent Mandarin, Cantonese, Bahasa, Japanese or Korean with the ability to interpret between these and English
- Presenting/Public Speaking/Interpreting/Guiding experience is preferred but not essential
- Previous experience within a tourism or customer service environment would be highly regarded
- Possess confident public speaking and communication skills
- Ability to work independently and as part of a team
- Excellent customer service skills
- Ability to obtain and relay information to visitors
- Ability to work across flexible rosters including weekends, public holidays and school holiday

**QUALIFICATIONS**

- A Certificate or Diploma in Tourism and/or Guiding will be highly regarded

**REQUIRED LICENCES/CERTIFICATES**

- Police Check
- Working With Children Check

**SPECIFIC HEALTH AND SAFETY REQUIREMENTS**

Some job tasks require employee to safely negotiate uneven, stepped, dimly light and some semi confined areas sections of the above and below ground environment

**OTHER**

- Must be eligible to work in Australia

**EMPLOYERS APPROVAL OF POSITION DESCRIPTION**

Jennifer Ganske  
Director Marketing

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date of approval

Mark Karlovic  
Head People, Performance & Legal

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date of approval

**EMPLOYEE ACKNOWLEDGMENT OF POSITION DESCRIPTION**

I have received a copy of the Position Description and have read, understood and accept its contents.

\_\_\_\_\_  
Employee Name

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date