

<b>POSITION DESCRIPTION</b>	
<b>Position Title:</b> Commercial & Operations Director	<b>Division:</b> Commercial & Museum Operations
<b>Reports To:</b> Chief Executive Officer	<b>Workplace level:</b> Salaried Position
<b>Loading:</b> Full Time	<b>Special:</b> May be required to work an occasional weekend or social function
<b>Position Created:</b> 16 <sup>th</sup> May 2016	<b>Position Review date:</b> 16 <sup>th</sup> May 2019

## **ORGANISATIONAL ENVIRONMENT**

### **The Organisation**

The Sovereign Hill Museums Association is a not-for profit community-based museum organisation that collects, researches and interprets the heritage of the goldrushes and the Ballarat region. The organisation includes Sovereign Hill Outdoor Museum, the Gold Museum, the Sovereign Hill Hotel, *Blood on the Southern Cross* and Narmbool.

### **The Department/Area**

The Commercial & Museum Operations Department comprises of Entrance Operations, Retail Enterprises, Confectionery Operations, Sovereign Hill Hotel & Blood on the Southern Cross (BOSC) as well as the overall Operations of the outdoor Museum.

## **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 towards our colleagues, our visitors, and all with whom we do business; we will respect each other's dignity and right to privacy; and respect the assets we share in doing our jobs.

#### **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, including respect for the tangible and intangible heritage we collect, research and interpret; for the primary role of museums as places of lifelong learning; and as individuals, work to help and support colleagues, work diligently to complete tasks, and at all times act honestly.

***Responsibility***

We will be a socially and environmentally responsible business and employer, and a vital partner in the development of our region; and as individuals, take responsibility for our actions and ensure our decision-making is objective, consistent and complies with policy and legislation.

***Sustainability***

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

<b>POSITION OBJECTIVES</b>
<ul style="list-style-type: none"> <li>• To provide professional support to the Chief Executive Officer as a member of the Management Team</li> <li>• To provide the organisation with timely, accurate and high quality professional commercial advice and strategic management for Sovereign Hill Hotel, Blood on the Southern Cross, Operations and Retail Operations</li> <li>• To effectively and productively manage the Museum Operations Department within the resources (financial, labour and materials) available to the organisation</li> <li>• To maximize the profitability of Sovereign Hill’s commercial operations from these major revenue streams</li> <li>• To work with the Chief Executive Officer, Departmental Directors and Senior Managers and the Board to cooperatively set and manage the strategic direction of the Association</li> <li>• To contribute to the OH&amp;S regime at Sovereign Hill including being an active member of the critical incident management team</li> </ul>

<b>DIRECT REPORTS</b>
<ul style="list-style-type: none"> <li>• Sovereign Hill Hotel Manager</li> <li>• Senior Retail Operations Manager</li> <li>• Visitor Services Manager</li> <li>• Senior Operations Manager</li> </ul>

<b>WORKS CLOSELY WITH</b>
<ul style="list-style-type: none"> <li>• CEO</li> <li>• Directors as per the organisational chart</li> <li>• Relevant community and professional organisations</li> <li>• Sponsors and donors</li> <li>• Local, State &amp; Federal Government senior executive personnel</li> </ul>

<b>JOB TASKS AND RESPONSIBILITIES</b>	
<b>Key result area</b>	<b>Major activities</b>
Commercial & Museum Operations	<ul style="list-style-type: none"> <li>• To profitably manage and develop all operations of the Blood on the Southern Cross show, including labour and materials, booking services and catering, ensuring clear and open liaison with caterers, operational and technical staff and contractors and achievement of the highest quality show output and performance at all times</li> <li>• To profitably manage and develop the operations of Sovereign Hill's accommodation services at the Sovereign Hill Hotel</li> <li>• To profitably manage and develop Sovereign Hill's commercial operations in Small Businesses and Merchandising</li> <li>• To take on Special Project work for development of new business opportunities for Sovereign Hill including as a key member of the \$12.81m RDV grant project team "Sovereign Hill by Day and by Night"</li> <li>• To direct the Senior Operations Manager, who is responsible for the daily operations of the Outdoor Museum are effectively and efficiently delivered to promote a high quality museum experience for all our visitors</li> <li>• To direct the Steam Operations Manager through the Senior Operations Manager, and oversee the operations of the Steam Operations, closely liaising with the Director Museums and Engineering and Infrastructure Assets Director</li> <li>• To direct the operations of the Mine Operations Manager through the Senior Operations Manager, ensuring compliance with all statutory obligations, the safe operations of all tours and associated visitor presentations</li> <li>• To direct the operations of the Wheelwrights through the Senior Operations Manager</li> <li>• To direct the operations of the Horse Operations through the Senior Operations Manager, including the safe operations of all tours and associated visitor presentations</li> </ul>
Critical Incident Team	<ul style="list-style-type: none"> <li>• Critical Incident Team Responsibilities:               <ul style="list-style-type: none"> <li>○ Commercial operations (bookings etc.)</li> <li>○ Procurement of essential goods and services</li> <li>○ Shops, merchandising, restock and inventories</li> <li>○ Leased businesses</li> <li>○ Liaison with third party suppliers/providers</li> <li>○ Catering and re-housing of guests</li> <li>○ Continuity of contract obligations (supply of goods)</li> <li>○ Management of Sovereign Hill Hotel</li> </ul> </li> </ul>
Operations	<ul style="list-style-type: none"> <li>• Undertake the responsibility of the position to:               <ul style="list-style-type: none"> <li>➢ SHMA policies and procedures</li> <li>➢ The Sovereign Hill Code of Conduct</li> <li>➢ 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 requirements</li> </ul> </li> <li>• Participate in annual performance reviews, meetings and staff training and professional development as and when required</li> <li>• Participate in organisational events and promotional activities as required, including New Gold Mountain roster and social functions</li> <li>• Help foster a culture which values safety as primary consideration in all activities</li> <li>• Wear uniform and costume in accordance with guidelines set down by The Sovereign Hill Museums Association</li> <li>• Any other relevant duties as required</li> </ul>

**KNOWLEDGE AND SKILLS**

- Tertiary studies in Commerce/Business Management
- Post-graduate studies
- A sound working knowledge of legislative controls, standards and procedure, obligation etc. with particular reference to risk management, both commercial and visitor safety
- Computer literacy
- Strong commercial acumen and the capacity to research, analyse and act on commercial data and business trends to drive profitable business outcomes
- Proven high-level strategic and entrepreneurial thinking to operate effectively across the whole organisation
- Strong data research and analysis skills and a working understanding of the principles of marketing
- Ability to investigate and access all options and recommend solutions and initiatives for implementation
- Ability to plan, monitor and supervise the work of subordinate managers and supervisors to achieve high quality output
- Efficient management of time and a proven ability to meet deadlines and objectives
- Personable telephone and communication manner
- Attention to detail, coupled with decision making, clear thinking and problem resolution skills
- Ability to develop and manage capital and operational budgets

**REQUIRED LICENCES/CERTIFICATES**

- Police Check
- Working with Children Check
- Current Passport
- Current motor vehicle Licence

**SPECIFIC HEALTH AND SAFETY REQUIREMENTS**

- Must be a leader in all Safety matters and ensure OH&S requirements for the Department are met.

**OTHER**

- Must be eligible to work in Australia

**EMPLOYERS APPROVAL OF POSITION DESCRIPTION**
Jeremy Johnson

Chief Executive Officer

 \_\_\_\_\_  
 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