

| Position Description | |
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| Position Title: Manager Visitor Services, Sales and Hotel Operations | Division: Commercial & Operations |
| Reports To: Director Commercial Operations | Workplace level: Salaried Position |
| Loading: Full Time | Special: Required to wear period costume Required to work weekends and public holidays on occasion. |
| Position Created Date: 12 th July 2017 | Position Review Date: |

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 Commercial Operations Department comprises of Entrance Operations, Retail Enterprises, Confectionery Operations, Sovereign Hill Hotel, Blood on the Southern Cross (BOSC). The Front Entrance acts as the point of first contact for all visitors and most of the enquiries received by Sovereign Hill thus sets the standard for customer service and sales, organisation wide. Now in its second decade of operation, Blood on the Southern Cross is a sound and light production that extends a world class experience to a variety of visitors, most evenings of the year.

The Sovereign Hill Hotel offers a range of accommodation from dorm style rooms for school groups through to ensuite hotel accommodation catering to the leisure market.

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.

PRIMARY ROLE

The Manager Visitor Services, Sales and Hotel Operations is responsible for ensuring that the Front Entrance and Blood on the Southern Cross (BOSC) offers world-class service and delivery and help to maximize commercial returns to the organisation.

The Manager is responsible for the development of the accommodation area of Sovereign Hill and maintaining the effective running of the Sovereign Hill Hotel on a profitable basis.

Sovereign Hill Sales is a new department within Commercial and Operations. Its role is to coordinate and manage sales programs for all consumer facing experiences and packages of Sovereign Hill. This includes visitor entry, BOSC, hotel reservations and special events.

DIRECT REPORTS

- Front Entrance
- Sales Team
- Sovereign Hill Hotel

KEY WORKPLACE RELATIONS

- Director Commercial and Operations
- Technical Services Manager
- Services and Maintenance Manager
- Delaware North Australia staff and management
- Marketing Department
- Education Booking staff
- External Cleaning Contractors – A Cleaner World (ACW)

| JOB TASKS AND RESPONSIBILITIES | |
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| Key result area | Major activities |
| Customer Service & Commercial Operations | <ul style="list-style-type: none"> • Lead the Visitor Services, BOSC, Sovereign Hill Hotel and Sales Teams • Visitor Services <ul style="list-style-type: none"> ➢ Manage customer service and visitor entry teams focusing on best practice customer service experience ➢ Re-define the Visitor entry experience to create a more efficient, user friendly experience • Sovereign Hill Hotel <ul style="list-style-type: none"> ➢ Manage all aspects of Hotel operations including stock management, financial reconciliation and maintenance ➢ Manage Guest Services Team to delivery an exemplary visitor experience from arrival to departure ➢ Manage direct reservations, visitor enquiries ➢ Accurately process customer accounts, including customer meal and telephone accounts ➢ Liaise with Education Team to ensure maximum education occupancy ➢ Liaise with Delaware North for school and guest meals ➢ Responsible for reconciling the monthly or end of year financial stock take, including the discrepancy reports • Sales Team <ul style="list-style-type: none"> ➢ Manage the Sales Team to deliver conversion for Visitor entry, BOSC, Hotel, conferences and packaged experiences and programs ➢ Develop appropriate and effective sales and marketing strategies to maximize yield ➢ Liaise with Marketing Department to ensure campaigns are integrated and support SHMA values and programs ➢ Manage databases and mailing lists • BOSC (and new Night show) <ul style="list-style-type: none"> ➢ Develop and maintain operating procedures and manuals ➢ Manage a BOSC customer service quality assurance program ➢ Liaise with stakeholders to ensure technical issues are addresses by the appropriate staff in a timely manner and assist with planning of maintenance (including annual shutdown periods) as required ➢ Coordinate and maximize profitability of a candy bar operation • Manage customer service across all four departments to deliver a “Best Practice” service. • Facilitate the bookings and sale of (directly, digitally and verbally): <ul style="list-style-type: none"> ➢ Hotel accommodation ➢ BOSC ➢ Entrance tickets ➢ Special events ➢ All associated packages of above • Deal with individual visitor or group enquires • Help improve standards in areas including (but not limited to) <ul style="list-style-type: none"> ➢ Visitor experience ➢ Customer Service |

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| | <ul style="list-style-type: none"> ➤ Queue management ➤ Presentation • Identify weaknesses in systems and champion improvements • Preside over a CRM based complaints handling system • Ensure staff embrace a commercial culture and up sell to customers • Assist with budget preparation and generate daily, weekly and monthly performance reports • Prepare reports and proposals as required • Accurately reconcile and balance all transactions (cash and electronically) daily • Possess an in-depth knowledge of the computer systems and the maintenance of these systems and equipment • Make informed decisions relative to security and maintenance matters |
| People | <ul style="list-style-type: none"> • Coordinate day to day activities of Entrance, BOSCO, Hotel and Sales teams • Day to day management and coordination of staff • Help drive and develop a culture of performance <ul style="list-style-type: none"> ➤ Develop a sales culture ➤ Conduct formal performance appraisals ➤ Identify and deal with performance and underperformance management issues as they arise in conjunction with the People and Performance Department • Team building and motivation • Prepare, manage and authorise rosters in line with departmental budgets • Coordinate staff induction, development and training across day and night operations • Liaise with the People and Performance Department regarding staff issues, recruitment <i>etc.</i> • Identify knowledge/skills gaps amongst team members and work cooperatively to address them • Focus on developing people in the interests of succession planning and overall workforce improvement |
| Teamwork | <ul style="list-style-type: none"> • Ensure work areas are presented at optimum levels • Work Cohesively with all team members • Participate in the induction, training and mentoring of new staff members as required • Contribute to the enhancement of staff knowledge and skills |

| JOB TASKS AND RESPONSIBILITIES | |
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| Key result area | Major activities |
| OH&S | <ul style="list-style-type: none"> • Assist Manager OHS with the preparation and maintenance of policies and procedures as they relate to BOSC, Hotel and Entrance operations • Ensure adequate systems are in place for BOSC operations, specifically-driving and passenger transport • Conduct all work in a manner commensurate with organisational policies and standards |
| Operations | <ul style="list-style-type: none"> • Undertake the responsibilities of the position adhering to: <ul style="list-style-type: none"> ➢ SHMA policies and procedures ➢ The Sovereign Hill Code of Conduct ➢ Sovereign Hill Workplace Safety Rules ➢ Equal Opportunity and anti-discrimination legislation and requirements ➢ Occupational Health and Safety (OH&S) legislation and requirement • Participate in annual performance reviews, meetings and staff training and professional development as and when required • Foster a culture which values safety as primary consideration in all activities • Wear uniform in accordance with guidelines set down by The Sovereign Hill Museums Association • Contribute to delivery of special events, programs and activities as required • Any other relevant duties as required |

| KEY SELECTION CRITERIA |
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| <ul style="list-style-type: none"> • Accommodation Industry knowledge and experience is essential • Multi-department management experience • Experience in managing a sales and customer service teams • Experience in a fast paced, customer relations environment • Experience in a target focused sales environment • Attention to detail and strong problem solving skills • Ability to deal passionately, positively and efficiently with customers • Experience in the tourism or hospitality sector • Good communications and interpersonal skills • Strong sense of accountability • Strong service excellence ethic and interpersonal skills, both written and verbal • Ability to develop new systems, processes and procedures • Advanced ICT and systems management skills • Ability to prioritise and meet deadlines • Strong attention to detail and time management • Able to work autonomously |

QUALIFICATIONS

- Qualifications in Management and hospitality, tourism and/or customer service is essential

REQUIRED LICENCES/CERTIFICATES

- Police Check
- Working With Children Check
- First Aid Certificate

OTHER

- Must be eligible to work in Australia

EMPLOYERS APPROVAL OF POSITION DESCRIPTION

Will Flamsteed

Director Commercial & Operations

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