Role Description
Manager, Visitor Services and Engagement

AUSTRALIAN MUSEUM

Cluster	Enterprise, Trade & Investment
Department/Agency	Australian Museum
Division/Branch/Unit	Museum Experience & Engagement, Visitor Services
Role number	51003660
Classification/Grade/Band	Clerk Grade 7/8
Senior executive work level standards	Not Applicable
ANZSCO Code	134499
PCAT Code	1119192
Date of Approval	October 2023
Agency Website	https://australian.museum/

Agency overview

Australian Museum (AM) is located on the homelands of the Gadigal people. The AM acknowledges and pays respect to the Gadigal people as the custodians of the land, sky and waterways, paying respect to Elders past and present.

The Australian Museum (AM) operating within the NSW Department of Enterprise, Investment & Trade cluster, is the first museum in Australia and was founded in 1827. The AM provides access, engagement and scientific research to increase our understanding of natural history and culture, particularly of the Australasian region. The AM holds more than 22 million objects of biological, geological and cultural collections and develops programs, exhibitions and school and community education initiatives onsite, online and offsite.

The AM mission is: *To ignite wonder, inspire debate and drive change.*

The AM vision is: *To be a leading voice for the richness of life, the Earth and culture in Australia and the Pacific. We commit to transform the conversation around climate change, the environment and wildlife conservation; be a strong advocate for First Nations' culture; and continue to develop world -leading science, collections, exhibitions and education programs.*

For more information, visit the website.

The AM supports a diverse workforce and promotes applications from all ages and genders, Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse groups, the LGBTQIA+ community, veterans, refugees and people with disabilities.

Primary purpose of the role

The Manager, Visitor Services and Engagement is responsible for the management of the AM's Visitor Services team and strategic direction AM's Visitor journey. The role's responsibility includes directing visitor facing interactions, being a key administrator for the AM CRM system and e-commerce platform, oversight of the Group Bookings Office as well as the management and training of a diverse team of Visitor Experience Hosts.

NSW GOVERNMENT

Key accountabilities

- Collaborate with the Head of VEE and other teams within the Museum to develop innovative strategies for Customer Experiences including data analysis, systems administration, internal communications and Museum interpretation and a streamlined and smooth visitor journey.
- Provide leadership and guidance to the Australian Museum's Visitor Services Team to ensure effective delivery of customer services, experiences and outcomes.
- Manage and set performance expectations for the Visitor Services Team to ensure alignment with AM's overall objectives and targets.
- Maintain a develop systems for rostering, team communication and internal stakeholder management and group bookings.
- Establish and maintain internal and external stakeholder relationships, including sponsors, supporters and other strategically aligned organisations, through effective communication, negotiation and engagement skills, and ensure project deliverables are met.
- Manage the day-to-day running of the Museums visitor facing roles as individual projects.
- Work with the Head of VEE and Corporate Services team to assess and manage risk in relation to visitor services by providing safe systems of work and working environments for all Portfolio staff, volunteers and visitors.
- Ensure the Head of VEE, AM managers and other key stakeholders are provided with accurate and timely data and information relating to the customer experiences to enable fully informed decisions related to the ongoing management of the Museums business.

Key challenges

- Deliver a good customer experience for all exhibitions, including handling diverse stakeholder expectations while simultaneously managing a positive visitor experience and smooth-running front-of-house operations.
- Achieving project deadlines and milestones to the required standards and within budget, given the need to simultaneously coordinate multiple projects which are often complex and interconnected.
- Managing, supporting and training a team of full-time, part-time and casual staff and ensuring that the communication between relevant Museum stakeholders is shared amongst the team.

Key relationships

Internal

Who	Why
Head, Visitor Experience and Engagement	• Foster communication and collaboration within the Division • Provide support in the delivery of events organised by the Division
AM Managers Including, Manager Security, Manager Programming, Head of Digital, Head of Education, Head of Commercial	• Foster communication and collaboration within the Division • Provide support in the delivery of events organised by the Division
Direct Reports	• Guide, support and manage performance and development • Work collaboratively and across projects to achieve team outcomes

External

Who	Why

Stakeholders including Universities and sponsors/supporters	• Provide a high level of customer service, liaison and advice on department and program related matters • Report and provide updates on department and program development/progress • Engage and consult on pertinent issues
Vendors/Service Providers and Consultants	• Manage contracts and monitor provision of service to ensure compliance with contract and service arrangements • Consult, provide and obtain information, negotiate required outcomes and timeframes • Resolve and provide solution to issues

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control. It refers to a Manager decisions that require significant change to program outcomes or timeframes or are likely to escalate or require submission to a higher level of management. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes.

Reporting line

- Head, Visitor Experience and Engagement

Direct reports

- Visitor Experience Hosts
- Receptionist
- Group Bookings Coordinator

Budget/Expenditure

- Budgets and expenditure are in accordance with approved Annual Budget and financial delegations and procedures subject to project type and sponsoring business unit.

Key knowledge and experience

- Operations leadership experience in the arts and cultural organisational industry
- Developing strategies related to customer experience
- CRM system experience preferably Tessitura

Essential requirements

- Tertiary qualifications or relevant work experience in any of the following: education, customer services, project management or related field
- Hold a valid NSW Working with Children Check

Capabilities for the role

The NSW public sector capability framework describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into focus capabilities and complementary capabilities

Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

Focus capabilities

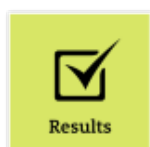| Capability group/sets	Capability name	Behavioural indicators	Level
Personal Attributes	**Display Resilience and Courage** Be open and honest, prepared to express your views, and willing to accept and commit to change	• Be flexible and adaptable and respond quickly when situations change • Offer own opinion and raise challenging issues • Listen when ideas are challenged and respond appropriately • Work through challenges • Remain calm and focused in challenging situations	Intermediate
Personal Attributes	**Manage Self** Show drive and motivation, an ability to self-reflect and a commitment to learning	• Keep up to date with relevant contemporary knowledge and practices • Look for and take advantage of opportunities to learn new skills and develop strengths • Show commitment to achieving challenging goals • Examine and reflect on own performance • Seek and respond positively to constructive feedback and guidance • Demonstrate and maintain a high level of personal motivation	Adept
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences	Adept
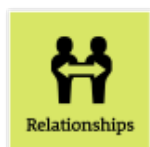
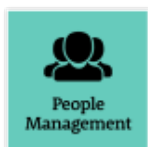|	**Commit to Customer Service** Provide customer-focused services in line with public sector and organisational objectives	• Take responsibility for delivering high-quality customer-focused services • Design processes and policies based on the customer's point of view and needs • Understand and measure what is important to customers • Use data and information to monitor and improve customer service delivery • Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant customers within the community	Adept
	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	• Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Make sure staff understand expected goals and acknowledge staff success in achieving these • Identify resource needs and ensure goals are achieved within set budgets and deadlines • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the allocation of resources meets new business needs • Ensure that the financial implications of changed priorities are explicit and budgeted for	Adept
	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team and unit goals, strategies and plans • Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate outcomes and adjust future plans accordingly	Adept
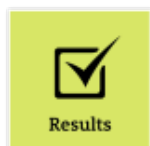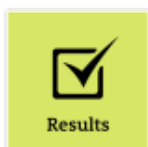
|	**Think and Solve Problems** Think, analyse and consider the broader context to develop practical solutions	• Identify the facts and type of data needed to understand a problem or explore an opportunity • Research and analyse information to make recommendations based on relevant evidence • Identify issues that may hinder the completion of tasks and find appropriate solutions • Be willing to seek input from others and share own ideas to achieve best outcomes • Generate ideas and identify ways to improve systems and processes to meet user needs	Intermediate
	Manage and Develop People Engage and motivate staff, and develop capability and potential in others	• Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes • Adjust performance development processes to meet the diverse abilities and needs of individuals and teams • Develop work plans that consider capability, strengths and opportunities for development • Be aware of the influences of bias when managing team members • Seek feedback on own management capabilities and develop strategies to address any gaps • Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way • Monitor and report on team performance in line with established performance development frameworks	Adept

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

Capability group/sets	Capability name	Description	Level
Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
Personal Attributes	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
Relationships	Work Collaboratively	Collaborate with others and value their contribution	Intermediate

Capability group/sets	Capability name	Description	Level
Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
Results	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
Business Enablers	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
Business Enablers	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
Business Enablers	Project Management	Preform basic research and analysis to inform and support the achievement of project deliverables	Intermediate
People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Foundational
People Management	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Foundational
People Management	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Foundational