Role Description
Visitor Experience Manager

POWERHOUSE

Cluster	Department of Enterprise, Investment and Trade
Agency	Powerhouse Museum
Division/Branch/Unit	Corporate Resources / Visitor Services & Venues
Location	All Sites
Role Number	51004350
Classification/Grade/Band	Clerk Grade 7-8
ANZSCO Code	249111
PCAT Code	1119192
Date of Approval	April 2024
Agency Website	Powerhouse.com.au

Agency Overview

The Powerhouse Museum sits at the intersection of the arts, design, science, and technology. It plays a critical role in engaging communities with contemporary ideas and issues. Established in 1881, the museum includes the Powerhouse Museum Ultimo, Sydney Observatory, and Powerhouse Castle Hill and will expand to include the museum's new flagship - Powerhouse Parramatta. The Powerhouse is the custodian of over half a million objects of national and international significance and is considered one of Australia's finest and most diverse collections.

The Powerhouse is undertaking a landmark renewal program that includes the creation of Powerhouse Parramatta, the most significant cultural infrastructure project since the Sydney Opera House; the expansion of its storehouse in Castle Hill, which includes expanded storage and new research and public facilities and the renewal of the iconic Powerhouse Museum in Ultimo. Key to the renewal is the conservation and digitisation of over 380,000 objects from the museum's collection, providing new levels of access.

Primary purpose of the role

The Visitor Experience Manager plays a crucial role in the Powerhouse renewal, delivering community, industry, and cultural programs, including public programs, tours, and commercial events. The role leads the Visitor Experience team at Powerhouse Castle Hill and collaborates across the Museum to deliver the program, venue management, and operational processes and procedures, focusing on continuous improvement. The key to this delivery is the development of inclusive visitor experiences and services that complement the program.

The role builds team capability and champions accessibility and inclusion, enabling high-quality visitor experiences. The manager plays a key leadership role in site safety and management.

The role is required to work occasional evenings and weekends to support the operational delivery of the Powerhouse Castle Hill program.

Key Accountabilities

- Build a skilled, high-performing team to achieve excellence in visitor experience, service and delivery.
- Oversee the site's public-facing operations and work proactively across departments to embed a holistic approach to creating an exceptional visitor experience.
- Work collaboratively across the museum to develop, implement and promote a range of inclusive visitor experiences and activities that enhance visitors' enjoyment, understanding and appreciation of the Powerhouse collection.
- Build strategic partnerships with local stakeholders and community groups to support complementary content development for the program, including accessible programs.
- Prepare and implement strategic business plans and budgets per strategic priorities.
- Proactively manage and resolve operational challenges and identify opportunities to develop the visitor experience further.
- This role ensures that operational matters are within budget limits and contributes to departmental budget planning processes under the direction of the Head of Visitor Services and Venues.

Key challenges

- Lead the public-facing operations for a high-performing, multi-disciplinary site with diverse, at times competing demands of internal and external stakeholders.
- Working collaboratively with museum colleagues who are physically located across multiple sites to sustain a holistic approach to site management, programs and projects.
- Maintaining cohesion in leadership as part of a geographically dispersed museum team to deliver consistent, best-quality standards in work practices, visitor experience and service.

Key relationships

Who	Why
Internal	
Head of Visitor Services and Venues	Line manager
Senior Visitor Hosts and Visitor Hosts	To set work priorities and operational direction
Program & Collection and First Nations teams	Work collaboratively with this team to support exhibitions and programs
Communications	Work collaboratively to support effective communications related to the program and site operations
Commercial	Work collaboratively to support the delivery of commercial events and other activities
Volunteers	Work collaboratively to support Volunteer activities
Ticketing Services	Work collaboratively to ensure the delivery of a high-quality, end-to-end visitor experience
Facilities and Security	Work collaboratively to ensure the site is managed safely, responsibly and to a high standard

External	
Visitors	To develop and deliver an exceptional visitor experience.
Local community and stakeholders	To build community participation and collaboration in programs
Creative residents and cultural stakeholders	To provide the venue and operational support

Role dimensions

Decision making

- Has autonomy and is accountable for the safe and effective management of public-facing operations at Powerhouse Castle Hill, working within approved plans, budget, and quality standards.
- Refers to supervisor for decisions that require significant change to operations; issues that are likely to escalate, cause risk, create precedent, or are outside delegation limits.
- Manages the work of the Castle Hill Visitor Services team to achieve agreed business objectives and performance criteria.
- Prepares a range of reports, analyses, briefings, and other advice for the supervisor.
- Prioritises and manages multiple tasks and demands, including matters with critical turnaround times.
- Develops and maintains effective communication with key internal and external stakeholders.

Reporting line

Head of Visitor Services & Venues

Direct reports

- Visitor Experience Coordinator
- Senior Visitor Hosts

Budget/Expenditure

As per Powerhouse delegations.

Essential Requirements

- At least 5+ years' experience in team management.
- Excellent communication and customer service skills.
- Significant experience in resolving operational challenges quickly, cost-effectively, innovatively and from an end-to-end visitor perspective.
- Well-developed technical capability for ticketing, bookings, and rostering software.
- Current First Aid certification and 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**
	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

FOCUS CAPABILITIES			
Capability group/sets	**Capability name**	**Behavioural indicators**	**Level**
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• Focus on key points and speak in plain English • Clearly explain and present ideas and arguments • Listen to others to gain an understanding and ask appropriate, respectful questions • Promote the use of inclusive language and assist others to adjust where necessary • Monitor own and others' non-verbal cues and adapt where necessary • Write and prepare material that is well structured and easy to follow • Communicate routine technical information clearly	Intermediate
	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
Results	**Deliver Results** Achieve results through the efficient use of resources and a commitment to quality outcomes	• Seek and apply specialist advice when required • Complete work tasks within set budgets, timeframes and standards • Take the initiative to progress and deliver own work and that of the team or unit • Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals • Identify any barriers to achieving results and resolve these where possible • Proactively change or adjust plans when needed	Intermediate

FOCUS CAPABILITIES			
Capability group/sets	**Capability name**	**Behavioural indicators**	**Level**
Business Enablers	**Technology** Understand and use available technologies to maximise efficiencies and effectiveness	• Identify opportunities to use a broad range of technologies to collaborate • Monitor compliance with cyber security and the use of technology policies • Identify ways to maximise the value of available technology to achieve business strategies and outcomes • Monitor compliance with the organisation's records, information and knowledge management requirements	Adept
People Management	**Manage and Develop People** Engage and motivate staff, and develop capability and potential in others	• Collaborate to set clear performance standards and deadlines in line with established performance development frameworks • Look for ways to develop team capability and recognise and develop individual potential • Be constructive and build on strengths by giving timely and actionable feedback • Identify and act on opportunities to provide coaching and mentoring • Recognise performance issues that need to be addressed and work towards resolving issues • Effectively support and manage team members who are working flexibly and in various locations • Create a safe environment where team members' diverse backgrounds and cultures are considered and respected • Consider feedback on own management style and reflect on potential areas to improve	Intermediate

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.

COMPLEMENTARY CAPABILITIES			
Capability group/sets	**Capability name**	**Description**	**Level**
Personal Attributes	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
Relationships	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
	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	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Project Management	Understand and apply effective planning, coordination and control methods	Intermediate
People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Foundational
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Foundational
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Foundational