

# Role Description

## Visitor Services Experience Officer



Cluster	NSW Premier & Cabinet
Agency	Sydney Living Museums
Division/Branch/Unit	Heritage, Assets & Museums Division Division/City Museums Portfolio
Location	Hyde Park Barracks Museum and various locations in City Museums Portfolio
Classification/Grade/Band	Clerk Grade 3/4
Role Number	CMP050 & CMP051
ANZSCO Code	639411
PCAT Code	1337292
Date of Approval	14 October 2019
Agency Website	<a href="http://www.sydneylivingmuseums.com.au">www.sydneylivingmuseums.com.au</a>

### Agency overview

Sydney Living Museums (SLM) and The State Archives and Records Authority of NSW (SARA) came under the direction of a single Executive Director on 1 July 2019. Whilst maintaining two separate legal entities, services are provided under a shared model.

SLM is a leading government agency in Australia with responsibility for conserving, managing, interpreting and activating places and sites of local, national and international significance. Established in 1980, our collection includes the UNESCO World Heritage listed Hyde Park Barracks, The Mint, Australia's oldest surviving government building through to the twentieth century Rose Seidler House, which marks the arrival of the modernist movement to Australia. The collection is unlike other museums in that the significance of each is in the whole, and not just in the parts. The awareness of place frames each narrative.

Our audiences are local, regional, national and international. Sydney Living Museums is a state cultural institution, reporting to the Minister for the Arts.

SARA is responsible for developing, preserving and promoting access to the State Archives Collection that pre-dates the European settlement of Australia in 1788. SARA has three primary business functions:

SARA is the custodian and advocate for the State Archives Collection, which is one of the most complete and important collections documenting colonisation in the world. This vast cultural collection of more than 13 million items, valued at \$1 billion and which grows each year, details the development of this place and the wielding of colonial power, with multiple series of documents now included as inscriptions on the UNESCO Memory of the World Register.

The Recordkeeping Standards and Advice function assists public offices to meet their recordkeeping obligations under the *State Records Act 1998*, as a vital part of preserving the memory of government for current and future generations.

Commercial Operations, through the Government Records Repository, has substantial capability to provide commercial storage, records management, digitisation and consultancy services and generates the majority of SARA's operating revenue.

## Primary purpose of the role

Support the Visitor Services Coordinators to lead front of house services and teams in the delivery of optimum customer experiences across the City Museums Portfolio sites.

## Key accountabilities

- Collaborate with and support the Visitor Services Coordinators to ensure delivery of high quality visitor experiences through outstanding customer service, information and advice regarding the site's exhibitions, education programs, public programs and events; effective response to visitor enquiries, complaints and feedback and identification of opportunities to further strengthen visitor experiences.
- Undertake responsibility for the day to day management of all City Museums Portfolio volunteers to ensure suitable coverage and customer services standards in the delivery of services to visitors.
- Liaise with the Operations Coordinator to facilitate all City Museums Portfolio Volunteers training, feedback and review, communications and recruitment.
- Roster the City Museums Portfolio's Visitor & Interpretation Officers under the supervision of the Visitor Services Coordinator to provide support for front of house operations when required and liaise with the Bookings Services Team to manage groups, vacation care and internal bookings.
- Provide timely and efficient administrative support to facilitate efficient visitor services.
- Support retail logistics to oversee stock movements, receipt control and visual merchandising in the Portfolio's museum shops.
- Maintain a range of systems in order to communicate daily events and bookings to front of house teams and prepare staffing rosters, determining priorities for daily resource allocation.
- Perform the role of front of house shift supervisor on days where the Visitor Services Coordinators are not rostered (weekends) to ensure appropriate levels of supervision and support for the Visitor & Interpretation Officers and Volunteers.

## Key challenges

- Maintaining the highest standards in customer service across a diverse range of day-to-day and recurring activities, whilst responding to immediate operational needs.
- Exercising effective judgement in balancing competing demands, complex operational needs and priorities to maintain professional high-quality visitor service.
- Recognising opportunities for improvements to visitor services and customer service standards and processes and providing support for recommended changes.

## Key relationships

Who	Why
<b>Internal</b>	
Visitor Services Coordinator	<ul style="list-style-type: none"> <li>• Provide regular updates on projects, issues, priorities and weekend operations.</li> <li>• Receive direction on requirements for the coordination of front of house services including rostering and calendar management for city museums sites.</li> <li>• Provide administrative support to Visitor Services Coordinators.</li> <li>• Assist with planning, communication and administrative processes, work prioritisation and staff organisation.</li> </ul>

Who	Why
Visitor & Interpretation Officers	<ul style="list-style-type: none"> <li>• Provide advice on programs, displays, tour bookings and resource needs.</li> <li>• Plan and communicate staffing requirements and rosters.</li> <li>• Action communications in a timely manner to internal and external parties.</li> <li>• Apply advanced leadership skills whilst providing supervision and support to front of house teams in the absence of the Visitor Services Coordinators.</li> </ul>
Museum Volunteers	<ul style="list-style-type: none"> <li>• Provide advice on programs, displays and tour bookings.</li> <li>• Apply advanced leadership skills whilst providing supervision and support to front of house teams in the absence of the Visitor Services Coordinators.</li> <li>• In collaboration with Producer, Volunteers &amp; Interns Program, Operations Coordinator and under direction of Visitor Services Coordinator take responsibility for day to day management of Museum volunteers across the portfolio.</li> </ul>
Operations Coordinator	<ul style="list-style-type: none"> <li>• Liaise with to ensure Volunteer operations across the Portfolio sit within the broader Agency and Portfolio Volunteer strategy.</li> <li>• Liaise with to support all Portfolio Volunteer training, feedback and review, communications and recruitment processes.</li> <li>• Receive advice re Portfolio operational financial compliance.</li> </ul>
Retail Team	<ul style="list-style-type: none"> <li>• Liaise with regularly to communicate changes in inventory, promotions and visual merchandising to the visitor services team.</li> <li>• Collaborate with to oversee inventory management for stock transfers and support retail shop stocktakes to ensure up to date records and appropriate stock levels.</li> </ul>
Digital Interpretation Support Technician and Digital Team	<ul style="list-style-type: none"> <li>• Liaise with regularly to ensure all systems are functional and the visitor experience is operational.</li> <li>• Receive training from regarding providing on-site support as required.</li> <li>• Develop and maintain effective working relationships.</li> </ul>
Other City Portfolio staff and other Teams/Portfolios	<ul style="list-style-type: none"> <li>• Provide advice on displays, tour bookings, procedures and resource needs.</li> <li>• Instigate networking and maintain effective interaction and cooperation across the Agency.</li> <li>• Manage the site diary to ensure effective communications amongst the Portfolio team and delivery of excellent customer service.</li> </ul>
External	
Visitors	<ul style="list-style-type: none"> <li>• Model the delivery of excellent customer service during ticket &amp; retail sales to the visitor services team.</li> <li>• Deliver site interpretation, information and tours/talks as required.</li> <li>• Provide information about tours, programs, events, membership program, Sydney Living Museums and answer general enquires.</li> <li>• Monitor visitor movement and flow throughout the Portfolio sites to ensure the best possible visitor experience.</li> <li>• Ensure visitors observe conditions of entry and security of collection and sites.</li> </ul>

## Role dimensions

### Decision making

This role:

- Exercises discretion and judgement, within overall direction from the Visitor Services Coordinator, for planning, organising and implementing priorities and managing day-to-day operational requirements.
- Makes decisions and applies judgement in planning and selecting appropriate resources and equipment, options and processes required to deliver agreed outcomes, with minimum or no supervision. Consults with supervisor on issues with the potential to escalate or create precedent.
- Refers to supervisor for decisions that require change or fall outside standard guidelines and practices.
- Exercises discretion and judgement in referral of enquiries/requests and/or complaints and correspondence.
- Takes active ownership of own work.

### Reporting line

This role reports to the two Visitor Services Coordinators, City Museums Portfolio.

### Direct reports

Nil (indirect supervision of Visitor & Interpretation Officers on weekends and in absence of Visitor Services Coordinators).

### Budget/Expenditure

Nil

### Essential requirements

- Ability to work a fixed roster including ongoing regular weekends.
- Extensive experience in busy customer service roles.
- Experience working with a range of relevant office productivity software applications and business systems for web, visitor and event management.
- Current NSW Working With Children Check.
- Possession of a valid NSW driving licence.





### Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at [www.psc.nsw.gov.au/capabilityframework](http://www.psc.nsw.gov.au/capabilityframework)

### Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

## NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	<b>Manage Self</b>	<b>Intermediate</b>
	Value Diversity	Foundational
 Relationships	Communicate Effectively	Intermediate
	<b>Commit to Customer Service</b>	<b>Intermediate</b>
	<b>Work Collaboratively</b>	<b>Intermediate</b>
	Influence and Negotiate	Intermediate
 Results	<b>Deliver Results</b>	<b>Intermediate</b>
	Plan and Prioritise	Foundational
	<b>Think and Solve Problems</b>	<b>Intermediate</b>
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	<b>Technology</b>	<b>Foundational</b>
	Procurement and Contract Management	Foundational
	Project Management	Foundational

### Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Manage Self	Intermediate	<ul style="list-style-type: none"> <li>Adapt existing skills to new situations</li> <li>Show commitment to achieving work goals</li> <li>Show awareness of own strengths and areas for growth and develop and apply new skills</li> <li>Seek feedback from colleagues and stakeholders</li> <li>Maintain own motivation when tasks become difficult</li> </ul>
<b>Relationships</b> Commit to Customer Service	Intermediate	<ul style="list-style-type: none"> <li>Support a culture of quality customer service in the organisation</li> <li>Demonstrate a thorough knowledge of the services provided and relay to customers</li> <li>Identify and respond quickly to customer needs</li> <li>Consider customer service requirements and develop solutions to meet needs</li> <li>Resolve complex customer issues and needs</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Relationships</b> Work Collaboratively	Intermediate	<ul style="list-style-type: none"> <li>• Co-operate across work areas to improve outcomes for customers</li> <li>• Build a supportive and co-operative team environment</li> <li>• Share information and learning across teams</li> <li>• Acknowledge outcomes which were achieved by effective collaboration</li> <li>• Engage other teams/units to share information and solve issues and problems jointly</li> <li>• Support others in challenging situations</li> </ul>
<b>Results</b> Deliver results	Intermediate	<ul style="list-style-type: none"> <li>• Complete work tasks to agreed budgets, timeframes and standards</li> <li>• Take the initiative to progress and deliver own and team/unit work</li> <li>• Contribute to allocation of responsibilities and resources to ensure achievement of team/unit goals</li> <li>• Seek and apply specialist advice when required</li> </ul>
<b>Results</b> Think and Solve Problems	Intermediate	<ul style="list-style-type: none"> <li>• Research and analyse information and make recommendations based on relevant evidence</li> <li>• Identify issues that may hinder completion of tasks and find appropriate solutions</li> <li>• Be willing to seek out input from others and share own ideas to achieve best outcomes</li> <li>• Identify ways to improve systems or processes which are used by the team/unit</li> </ul>
<b>Business Enablers</b> Technology	Foundational	<ul style="list-style-type: none"> <li>• Display familiarity and confidence in the use of core office software applications or other technology used in role</li> <li>• Understand the use of computers, telecommunications, audio-visual equipment or other technologies used by the organisation</li> <li>• Understand information, communication and document control policies and systems, and security protocols</li> <li>• Comply with policies on acceptable use of technology</li> </ul>