

Role Description

Visitor & Interpretation Officer – Museum Shop



Cluster	Premier & Cabinet
Agency	Sydney Living Museums
Division/Branch/Unit	Curatorial & Museums Division/City Museums Portfolio
Location	Hyde Park Barracks Museum and various locations in City Museums Portfolio
Classification/Grade/Band	Guide
Role Number	CMP042, CMP043, CMP044 & CMP045
ANZSCO Code	451411
PCAT Code	1119192
Date of Approval	14 October 2019
Agency Website	www.sydneylivingmuseums.com.au

Agency overview

Sydney Living Museums 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.

The Curatorial & Museums Division includes the Curatorial & Exhibitions Team, City Museums Portfolio and House Museums Portfolio. The Division provides visitor and operational management of SLM's twelve museum sites structured into two portfolios: City Museums Portfolio (Hyde Park Barracks Museum, Justice & Police Museum, Museum of Sydney, Susannah Place Museum, The Mint and Caroline Simpson Library & Research Collection), and House Museums (Elizabeth Bay House, Elizabeth Farm, Meroogal, Rouse Hill House & Farm, Rose Seidler House and Vaucluse House). The Curatorial & Exhibitions Team produces exhibitions at our museums, interprets our properties, presents stories from the collections, and manages publications to engage over 1 million visitors annually onsite and online.

Primary purpose of the role

Provide exceptional customer service in the Hyde Park Barracks Museum retail shop achieve to revenue targets from sales and provide customers with current information regarding the museum and Sydney Living Museums to enhance visitor experiences.

Key accountabilities

- Promote and sell merchandise, admission and event tickets, memberships to encourage of donations and achieve sales and revenue targets.
- Provide excellent standards of customer service to a diverse customer base through delivering

consistently high quality communication and understanding that customer needs vary with ability to respond as required.

- Develop product knowledge base related to SLM's merchandise offer to deliver excellent customer service to achieve optimal sales results while meeting the unpredictable demands of customers.
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- Operate inventory management systems for stock transfers and stock takes related to the shop to ensure up to date records and appropriate stock levels.
- Conduct daily management of story guide devices and carry out cleaning and general housekeeping of retail and storage areas to maintain safe and well-presented spaces.
- Provide interpretation to a variety of audiences to inform and connect them with the sites and their stories.
- Provide up to date information on the Portfolio as the first point of contact for visitors at the site, to promote the agency and encourage return visitation.
- Follow agency guidelines for cash handling procedures to ensure correct accounting for all monies taken for admissions to the sites, membership and merchandise sales and event/program takings.

Key challenges

- Maintaining current of knowledge of the Portfolio sites, events, programs and wider organisational calendar while being rostered across the sites to be able to provide visitors with accurate up to date information.
- Recognising and overcoming the communication, practical and operational challenges that arise from working as part of a team/agency dispersed over multiple sites to ensure continuity within the Visitor Services Team.
- Responding effectively and proactively to the changing circumstances and needs of a busy Portfolio environment to maintain consistent high quality service delivery to visitors.

Key relationships

Who	Why
Internal	
Visitor Services Coordinator	<ul style="list-style-type: none"> • Receive direction and guidance regarding all work including updates on projects, issues and priorities. • Receive information from regarding organisational developments and guidelines. • Provide information on visitor figures and financial end of day cash handling.
Visitor Services Experience Officer	<ul style="list-style-type: none"> • Receive information on staffing requirements and rosters. • Receive guidance and in the absence of the VSC take direction on daily tasks and operational matters. • Receive information from regarding organisational developments and guidelines. • Provide information on visitor figures and financial end of day cash handling. • Provide reporting on changes in the operational environment to prevent / minimise damage to Portfolio collections and site.
Visitor & Interpretation Officer and other City Museums Portfolio Staff	<ul style="list-style-type: none"> • Support and undertake other Visitor & Interpretation roles in the museum such as ticketing as required. • Communicate information on programs/events and resources as required. • Work together with all team members on daily tasks.
Portfolio Curator	<ul style="list-style-type: none"> • Receive guidance from and carry out museum housekeeping duties.

Who	Why
Retail Team & Operations Coordinator	<ul style="list-style-type: none"> • Collaborate with to maintain up to date information on Portfolio sites. • Help with the implementation of in-store merchandising for presentation purposes to encourage sales. • Communicate regularly to ensure merchandise levels are maintained • Collaborate with to maintain up to date information on current retail merchandise and promotions and provide feedback from customers.
Commercial Services, Experience & Learning and Development & Fundraising	<ul style="list-style-type: none"> • Assist with events/programs as required. • Promote memberships and event ticket sales.
Other Teams/Portfolio	<ul style="list-style-type: none"> • Maintain effective interaction and cooperation across the agency.
Volunteers	<ul style="list-style-type: none"> • Support volunteers by communicating about daily arrangements. • Work together with volunteers on daily tasks.
External	
Visitors	<ul style="list-style-type: none"> • Monitor visitor behaviour and control visitor movement throughout the Portfolio sites to prevent damage to contents and ensure conditions of entry are observed. • Assist with the safe evacuation of visitors in an emergency situation. • Deliver site interpretation, information and tours/talks if required. • Provide excellent customer service during ticket & retail sales • Provide information about tours, programs, events, membership program, Sydney Living Museums and answer general enquires.

Role dimensions

Decision making

This role:

- Prioritises own workload within established priorities.
- Takes active ownership of own work.
- Seeks advice and clarification from their supervisor regarding matters that fall outside standard guidelines and practices.
- Is accountable for safe and effective delivery of retail sales & visitor services across the Portfolio sites.
- Consults with supervisor on issues with the potential to escalate or cause risk.
- Cooperates as part of a team to achieve agreed visitor services outcomes.
- Delivers consistently high-level customer service.

Reporting line

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

When the Visitor Services Coordinators are not rostered (weekends) the role will report to the City Museums Portfolio's two Visitor Services Experience Officers.

Direct reports

Nil

Budget/Expenditure

Nil

Essential requirements





- Experience in busy customer service roles, preferably in a retail environment.
- Current Working with Children check.
- Current first aid certificate.
- Ability to work a regular roster including weekend work.
- Ability to manage lifting, carrying, standing, kneeling and moving around heritage sites both internal and external environments.

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

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	Foundational
	Act with Integrity	Foundational
	Manage Self	Foundational
	Value Diversity	Foundational
 Relationships	Communicate Effectively	Intermediate
	Commit to Customer Service	Intermediate
	Work Collaboratively	Foundational
	Influence and Negotiate	Foundational
 Results	Deliver Results	Foundational
	Plan and Prioritise	Foundational
	Think and Solve Problems	Foundational
	Demonstrate Accountability	Foundational
 Business Enablers	Finance	Foundational
	Technology	Foundational
	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
Personal Attributes Act with Integrity	Foundational	<ul style="list-style-type: none"> Behave in an honest, ethical and professional way Take opportunities to clarify understanding of ethical behaviour requirements Identify and follow legislation, rules, policies, guidelines and codes of conduct that apply to your role Speak out against misconduct, illegal and inappropriate behaviour Report apparent conflicts of interest
Relationships Communicate Effectively	Intermediate	<ul style="list-style-type: none"> Focus on key points and speak in 'Plain English' Clearly explain and present ideas and arguments Listen to others when they are speaking and ask appropriate, respectful questions Monitor own and others' non-verbal cues and adapt where necessary Prepare written material that is well structured and easy to follow by the intended audience Communicate routine technical information clearly
Relationships Commit to Customer Service	Intermediate	<ul style="list-style-type: none"> Support a culture of quality customer service in the organisation Demonstrate a thorough knowledge of the services provided and relay to customers Identify and respond quickly to customer needs Consider customer service requirements and develop solutions to meet needs Resolve complex customer issues and needs Co-operate across work areas to improve outcomes for customers
Results Think and Solve Problems	Foundational	<ul style="list-style-type: none"> Find and check information needed to complete own work tasks Identify and inform supervisor of issues that may impact on completion of tasks Escalate more complex issues and problems when these are identified Share ideas about ways to improve work tasks and solve problems Suggest improvements to work tasks for the team
Results Demonstrate Accountability	Foundational	<ul style="list-style-type: none"> Take responsibility for own actions Be aware of delegations and act within authority levels Be aware of team goals and their impact on work tasks Follow safe work practices and take reasonable care of own and others health and safety Escalate issues when these are identified
Business Enablers Project Management	Foundational	<ul style="list-style-type: none"> Plan and deliver tasks in line with agreed schedules Check progress against schedules, and seek help to overcome barriers

NSW Public Sector Capability Framework

Group and Capability

Level

Behavioural Indicators

- Participate in planning and provide feedback about improvements to schedules