Role Description
Booking Services Manager

Cluster	Department of Enterprise, Investment & Trade
Agency	Museums of History NSW
Division/Branch/Unit	Programming, Production & Audience Division/Audience & Marketing Team
Location	Sydney
Classification/Grade/Band	Clerk Grade 7/8
Role Number	AUD007
ANZSCO Code	512111
PCAT Code	1327271
Date of Approval	21 April 2021
Agency Website	www.mhnsw.au

Agency overview

Museums of History NSW (MHNSW) is an executive agency within the NSW Department of Enterprise, Investment and Trade and reports to the NSW Minister for the Arts. MHNSW is administered under the Museums of History NSW Act 2022.

MHNSW brings together the museums, historic houses and associated collections previously in the care of Sydney Living Museums with the vast collection of more than 13 million items held by the NSW State Archives. This includes one of the world's most complete and important collections documenting colonisation.

Providing greater access to and understanding of our state's rich and varied histories, stories and cultures is paramount to MHNSW with truth–telling and respect at the core of our approach. With a formidable asset base worth $1.6 billion, we are focused on growing, managing, preserving and providing public access to the State Archives Collection and the objects, materials, buildings, places and stories that shape the historical, social, political and cultural identity of NSW.

MHNSW also operates commercial services that contribute significantly to the organisation's sustainability, including retail, food and beverage, venue hire, commercial records storage, records management, digitisation and consultancy services.

Primary purpose of the role

Manage and lead booking services across Museums of History NSW to ensure the delivery of exceptional customer service to all customers, visitors and members.

Key accountabilities

- Take responsibility for the development and ongoing management of booking services policies and procedures to ensure consistent delivery of impeccable customer service.

- Take responsibility for investigative work to determine business requirements and specify effective business processes through improvements in information systems, information management, practices, procedures, and organisational change.
- Prepare regular management reporting on program, education and group bookings to provide visitation and financial trend analysis data for future planning and performance monitoring to identify, communicate and coordinate implementation of agreed business development opportunities.
- Manage the booking and ticketing systems to provide relevant support across the agency and to continuously improve processes and ensure systems support business needs and functionality.
- Maximise school, group and event bookings to optimise property activation, whilst ensuring site constraints are respected.
- Develop plans to grow the agency's group, education and event bookings as well as accountability for growing and retaining members.
- Analyse and report on evaluations and feedback to enable ongoing quality improvement in the delivery of booking services and inform future planning.
- Identify, develop and implement business improvement opportunities on proposed and completed projects to facilitate continuous improvement.

Key challenges

- Liaising with staff and teams across the organisation to ensure appropriate knowledge of the Bookings Services Team in relation to properties, events, programs, activities and relevant systems.
- Exercising effective judgement in balancing competing demands and priorities to ensure the Booking Services Team delivers professional high quality visitor and membership service.
- Distil business needs to identify fit for purpose options.

Key relationships

Who	Why
Internal	
Head of Audience & Marketing	- Report on bookings and Team performance. - Receive guidance in relation to priorities, issues and bookings. - Alert the Director to issues or outcomes which may escalate, or which may have unforeseen impact on MHNSW's performance or achievement of objectives. - Communicate information related to performance against objectives and budget where potential variations may have impact on budgeting or performance.
Booking Services Team	- Provide leadership, guidance and support to the Booking Services Team. - Set performance targets and manage individual and team performance and development. - Collaborate with to review content generation ensuring booking and event information is accurately and timely provided on the website. Set individual staff and team work schedules and staffing rosters, within broad policy parameters and constraints outcomes are successfully met.
Production & Experience Team and Portfolio staff	- Assist with implementing and reporting on relevant elements of MHNSW strategies to monitor and track the performance of the Learning, Audience Engagement and Tourism Strategies. - Collaborate in relation to programs, education and tour group bookings. - Communicate box office and bookings results, provide reporting on trends, feedback and bookings analysis

Who	Why
	• Identify, communicate, collaborate and implement agreed business development opportunities. • Provide evaluations and feedback following education and group bookings. • Assist with the implementation and reporting on relevant elements of the MHNSW Learning Strategy and Audience Engagement Strategy
Head of City & House Museums Portfolios	• Coordinate the development, implementation and reporting on relevant elements of the MHNSW Tourism Strategy • Identify, communicate, collaborate and implement agreed business development opportunities.
Audience & Marketing Team	• Collaborate with in relation to developing, implementing and communicating education and group feedback surveys. • Collaborate in relation to programs, education and group bookings. • Communicate box office and bookings results, provide reporting on trends, feedback and bookings analysis. • Coordinate the development, implementation and reporting on relevant elements of the MHNSW Tourism Strategy • Ensure accurate and timely reporting of education visitation data. • Identify, communicate, collaborate and implement agreed business development opportunities. • Collaborate with in relation to membership and retention initiatives • Provide reporting and communication on box office membership sales and renewals.
Other Teams across the Agency's	• Work collaboratively and maintain effective internal communications with relevant internal teams to ensure that bookings details are communicated to allow for successfully deliver, with minimal risk and optimal outcomes. • Identify, communicate, collaborate and implement agreed business development opportunities.

External	
Educational, tourism and community groups, general public, visitors, Members and other stakeholders	• Establish effective networks with other peers to maintain industry knowledge and best practice. • Develop strong relationships with key stakeholders to promote MHNSWs education group and program offers.

Role dimensions

Decision making

This role:
- Exercises discretion and judgement in planning, organising and implementing priorities and managing day-to-day operational requirements.
- Leads continuous review of the Booking Services functions and procedures, identification of opportunities to enhance the quality of service delivery, and communication and coordination of agreed changes with site staff.
- 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.
- Establishes relationships with stakeholders to develop trust and ensure reliable and accurate information.
- Develops and leads the Booking Services Team.
- Delivers excellent customer service at all time, remaining calm and polite.

Reporting line

This role reports to the Head of Audience & Marketing.

Direct reports

The following roles report to the Booking Services Manager:

- Booking Services Coordinator
- 3 x Administrative Assistants

Budget/Expenditure

Nil

Essential requirements

- 3 to 5 years' experience leading bookings services within a busy multifaceted environment.
- Knowledge of and experience working with systems such as Tessitura, Ungerboeck and Time Target.
- Possession of a valid NSW drivers' licence.
- Willingness to work across and ability to travel to multiple work locations.

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.

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
	Manage Self	**Adept**
	Value Diversity	Foundational
Relationships	**Communicate Effectively**	**Intermediate**
	Commit to Customer Service	**Adept**
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
Results	**Deliver Results**	**Adept**
	Plan and Prioritise	Intermediate
	Think and Solve Problems	**Intermediate**
	Demonstrate Accountability	Intermediate
Business Enablers	Finance	Foundational
	Technology	**Adept**
	Procurement and Contract Management	Foundational
	Project Management	Foundational
People Management	**Manage and Develop People**	**Adept**
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	Intermediate

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 Manage Self	Adept	• 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 a high level of personal motivation
Relationships Communicate Effectively	Intermediate	• Focus on key points and speak in 'Plain English' • Clearly explain and present ideas and arguments

NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
		• 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	Adept	• Take responsibility for delivering high quality customer-focused services • Understand customer perspectives and ensure responsiveness to their needs • Identify customer service needs and implement solutions • Find opportunities to co-operate with internal and external parties to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant stakeholders within the community
Results Deliver Results	Adept	• Take responsibility for delivering on intended outcomes • Make sure team/unit staff understand expected goals and acknowledge success • Identify resource needs and ensure goals are achieved within budget and deadlines • Identify changed priorities and ensure allocation of resources meets new business needs • Ensure financial implications of changed priorities are explicit and budgeted for • Use own expertise and seek others' expertise to achieve work outcomes
Results Think and Solve Problems	Intermediate	• 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
Business Enablers Technology	Adept	• Apply computer applications that enable performance of more complex tasks • Apply practical skills in the use of relevant technology • Make effective use of records, information and knowledge management functions and systems • Understand and comply with information and communications security and acceptable use policies

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Group and Capability	Level	Behavioural Indicators
		• Support the implementation of systems improvement initiatives and the introduction and roll-out of new technologies
People Management Manage and Develop People	Adept	• Define and clearly communicate roles and responsibilities to achieve team/unit outcome • Negotiate clear performance standards and monitor progress • Develop team/unit plans that take into account team capability, strengths and opportunities for development • Provide regular constructive feedback to build on strengths and achieve results • Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way • Monitor and report on performance of team in line with established performance development frameworks

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