

# Role Description

## Visitor Services Team Leader



<b>Cluster</b>	Department of Premier and Cabinet (DPC)
<b>Agency</b>	Australian Museum
<b>Division/Branch/Unit</b>	Engagement, Exhibitions & Cultural Connection, Visitor Experience and Education, Visitor Services
<b>Location</b>	Sydney CBD
<b>Classification/Grade/Band</b>	Clerk Grade 5/6
<b>Kind of Employment</b>	Ongoing, full time and required to work on some weekends and public holidays subject to the roster.
<b>ANZSCO Code</b>	531111
<b>Role Number</b>	50052983
<b>PCAT Code</b>	1137172
<b>Date of Approval</b>	July 2020
<b>Agency Website</b>	<a href="http://australianmuseum.net.au/">http://australianmuseum.net.au/</a>

### Agency Overview

The Australian Museum (AM) is located on the traditional lands of the Gadigal people of the Eora nation. The AM acknowledges the Gadigal people as the Traditional Owners and custodians of the land, sky and waterways, paying respect to Elders past, present and emerging.

The AM operates within the NSW Department of Premier and Cabinet (DPC) and was founded in 1827 as the first museum in Australia. 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 21 million objects of biological, geological and cultural collections and develops programs, exhibitions and school and community education initiatives onsite, online and offsite. The AM's purpose is to make nature, Indigenous cultures & science accessible and relevant to everyone.

For more information, visit the [website](#)

### Primary purpose of the role

The primary purpose of this role is to lead a high quality, service-focused team of visitor facing staff. The Visitor Services Team Leader is responsible for implementing a visitor-centric model of customer service and maintaining an effective, efficient front of house operation. The role is responsible for overall staff and operational management of the Visitor Services and Group Bookings team, comprising of ticketing, admissions and group bookings as well as Gallery and Education hosts, and is the first point of contact for the escalation of any issues that arise during admissions processes. This role is required to work on some weekends and public holidays subject to the roster.

## Key accountabilities

- Oversee and manage the daily operations of the AM's admissions, reception and bookings team and processes, including implementing effective plans and strategies, rosters, and prioritising.
- Create, implement and ensure adherence to high standards of visitor experience, ensuring the AM is a welcoming, accessible and inclusive environment.
- Set performance expectations for the Visitor Services and Group Bookings Team to ensure alignment with AM's overall objectives and targets.
- Manage the AM's ticketing and admissions systems, ensuring that the reporting and analysis of visitor statistics meets business needs and is carried out with a high degree of accuracy and timeliness.
- Manage the annual team budgets and monitor expenditure and cash flow throughout the financial year.
- Coordinate the collation and communication of information about AM programs and products, and other Sydney tourist attractions and ensure the team has relevant and accurate information for visitors.
- Investigate visitor complaints pertaining to Visitor Experience, remedy problems encountered and prepare related correspondence as required.
- Contribute to the development and review of operational procedures, business plans, strategies and budgets and update staff as required.
- Ensure the safety of all visitors at all times including during evacuation and other emergencies where assistance is required by AM Security and Emergency Management.

## Key challenges

- Being able to work under pressure, reacting quickly and flexibly to unexpected situations in a busy and diverse environment.
- Leading and modelling excellent visitor service and enhancing the visitor experience for a diverse range of customers and stakeholders.
- Maintaining an up to date understanding of industry best practice, as well as regulations relating to work health and safety, risk management, and evacuation procedures and how these regulations apply to the AM's public area.
- Analysing visitor statistics, CRM systems, external influences and setting rosters to plan and accommodate varying visitation levels and patterns.

## Key relationships

Who	Why
<b>Internal</b>	
Manager, Visitor Experience and Education	Provide input to the visitor experience, Corporate Strategic Plan, policies and procedures and budgets. Receive guidance, exchange information and provide updates. Provide recommendations and advice based on the analysis of visitor statistics and information.
Visitor Service	Provide direction, support and motivation for all reports including Duty Manager
Security	Coordinate the delivery of evacuation procedures, visitor entry and exit and ensure the safety of all visitors to the AM.
Education and tourism teams	Support delivery of booking and visitor experience for school, tourist and other groups.
Finance	Provide accurate finance reconciliation, cash handling, invoicing requests.
Human Resources	Implement work health and safety initiatives and contribute to the ongoing monitoring of work health and safety in public areas of the AM.

Who	Why
<b>External</b>	
Public	Always provide excellent Visitor service to the public and maintain safety for staff and visitors. Provide information about exhibitions and public programs at the AM and other Sydney tourist attractions as required.

## Role dimensions

### Decision making

The role operates with a high degree of autonomy in terms of carrying out priorities in relation to daily visitor services and in varying staffing levels to meet operational requirements within agreed budget parameters.

The Visitor Services Team Leader consults with and seeks the approval of the Manager, Visitor Experience and Education to set priorities, initiate and implement major programs and procedural changes.

### Reporting line

Manager, Visitor Experience and Education

### Direct reports

6 full-time staff and 10-12 part time and casual staff

### Budget/Expenditure

Financial delegation of \$10,000

### Essential Requirements

1. As part of your online application, you must upload
2. a valid NSW Working with Children clearance.

### Knowledge & Experience

1. As the successful candidate, you will demonstrate
2. Proven experience managing a customer service environment and encouraging high standards of visitor experience.
3. Demonstrated ability to build, motivate, train and supervise a strong team to achieve customer service goals.
4. Proven experience configuring ticketing and bookings systems.
5. Be available to work on weekends or public holidays when required.






### 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
 <b>Personal Attributes</b>	<b>Display Resilience and Courage</b>	<b>Intermediate</b>
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
 <b>Relationships</b>	Communicate Effectively	Intermediate
	<b>Commit to Visitor Service</b>	<b>Adept</b>
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
 <b>Results</b>	<b>Deliver Results</b>	<b>Intermediate</b>
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
 <b>Business Enablers</b>	Finance	Foundational
	Technology	Intermediate
	Procurement and Contract Management	Foundational
	<b>Project Management</b>	<b>Foundational</b>
 <b>People Management</b>	<b>Manage and Develop People</b>	<b>Intermediate</b>
	<b>Inspire Direction and Purpose</b>	<b>Intermediate</b>
	Optimise Business Outcomes	Foundational
	Manage Reform and Change	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> Display Resilience and Courage	Intermediate	<ul style="list-style-type: none"> <li>Be flexible and adaptable and respond quickly when situations change</li> <li>Offer own opinion and raise challenging issues</li> <li>Listen when ideas are challenged and respond in a reasonable way</li> <li>Work through challenges</li> <li>Stay calm and focused in the face of challenging situations</li> </ul>
<b>Relationships</b> Commit to Visitor Service	Adept	<ul style="list-style-type: none"> <li>Take responsibility for delivering high quality Visitor-focused services</li> <li>Understand Visitor perspectives and ensure responsiveness to their needs</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> <li>Identify Visitor service needs and implement solutions</li> <li>Find opportunities to co-operate with internal and external parties to improve outcomes for Visitors</li> <li>Maintain relationships with key Visitors in area of expertise</li> <li>Connect and collaborate with relevant stakeholders within the community</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>Business Enablers</b> Project Management	Foundational	<ul style="list-style-type: none"> <li>Plan and deliver tasks in line with agreed schedules</li> <li>Check progress against schedules, and seek help to overcome barriers</li> <li>Participate in planning and provide feedback about improvements to schedules</li> </ul>
<b>People Management</b> Manage and Develop People	Intermediate	<ul style="list-style-type: none"> <li>Ensure that roles and responsibilities are clearly communicated</li> <li>Collaborate on the establishment of clear performance standards and deadlines in line with established performance development frameworks</li> <li>Develop team capability and recognise and develop potential in people</li> <li>Be constructive and build on strengths when giving feedback</li> <li>Identify and act on opportunities to provide coaching and mentoring</li> <li>Recognise performance issues that need to be addressed and work towards resolution of issues</li> </ul>
<b>People Management</b> Inspire Direction and Purpose	Intermediate	<ul style="list-style-type: none"> <li>Assist team to understand organisational direction and explain the reasons behind decisions</li> <li>Ensure the team/unit objectives lead to the achievement of business outcomes that align with the organisational policies</li> <li>Recognise and acknowledge individual/team performance</li> </ul>