

Role Description

Visitor Services Coordinator



Cluster	Department of Enterprise, Investment & Trade
Agency	Museums of History NSW
Division/Branch/Unit	Museum Operations & Visitor Services Division/City Museums Portfolio
Location	Hyde Park Barracks Museums & Museum of Sydney
Classification/Grade/Band	Clerk Grade 7/8
Role Number	CMP002 & CMP003
ANZSCO Code	149212
PCAT Code	1119192
Date of Approval	28 July 2017
Agency Website	www.mhnswnsw.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.

Museums of History NSW is the first cultural institution in the state with history as its core mandate. As a custodian and storyteller, MHNSW is committed to preserving and presenting our state's unique history and bringing its stories to life through diverse voices and viewpoints. We place history before us not behind us, making it immersive, discoverable and relevant through interpretation, exhibitions, public programs and online resources.

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 City Museums Portfolio's Visitor Services Team to ensure the delivery of high quality and inspiring visitor experiences within the Portfolio and coordinate the visitor services activities to continually improve visitor

experience and enhance the development of audience engagement strategies and projects across Museums of History NSW.

Key accountabilities

- Provide leadership and guidance to the City Museums Portfolio Visitor Services Team to ensure effective delivery of customer services experiences and outcomes including retail and membership sales.
- Contribute to the Portfolio Management Team to ensure Portfolio performance objectives are achieved, at expected levels and within set timeframes.
- Collaborate with the Head of Portfolio and other Teams within the agency to ensure Portfolio sites have innovative strategies in place for interpretation, outreach and activities and determine new ways to enable visitor to be involved in, learn about and have engaging and enjoyable experiences.
- Set performance expectations for the Visitor Services Team to ensure alignment with MHNSW's overall objectives and targets.
- Lead a process of change in visitor services delivery to continually improve visitor experiences and interactions with the Portfolio sites, collections, exhibitions and stories.
- Work with the Head of Portfolio and Building & Facilities Officer to assess and manage risk in relation to visitor services by providing safe systems of work and working environments for all Portfolio staff, volunteers and visitors.
- Supervise team of Museum Volunteers across the City Museum Portfolio, providing advice, guidance and feedback to ensure a high standard of customer service is delivered
- Ensure the Head of City Museums Portfolio, managers and other key stakeholders are provided with accurate and timely data and information relating to the customer experiences to enable fully informed decisions related to the ongoing management of and investments in the portfolio.

Key challenges

- Developing knowledge of and keeping up to date with the histories, stories and operations of each site in the Portfolio to ensure accurate information is conveyed to staff and members of the public in all instances.
- Aligning the Portfolio experience and programs with visitor interest and needs, by reconciling the agency's core mission to conserve and interpret historic buildings, sites and collections with the need to find innovative ways to deliver greater access and involvement, commercial activities and good conservation practice.

Key relationships

Who	Why
Internal	
Head of City Museums Portfolio	<ul style="list-style-type: none"> • Receive guidance in relation to operational outcomes. • Collaborate with to develop and implement innovative strategies for interpretation, outreach and activities. • Provides regular reports on the Visitor Services Team and visitor statistics.
Operations Officers	<ul style="list-style-type: none"> • Collaborate with to ensure correct financial procedures are implemented by the Visitor Services team. • Ensure sensitivity to the nuanced and different operating environments within the Portfolios.
Operations Coordinator	<ul style="list-style-type: none"> • Collaborate with to ensure resources across all City Museum sites are available and emerging issues identified promptly

Who	Why
	<ul style="list-style-type: none"> Communicate with to coordinate effective diary management to avoid clashes at museum sites .
Visitor & Interpretation Officers	<ul style="list-style-type: none"> Provide training in visitor management, retail display and sales, and relevant safety and operational procedures. Provide ongoing guidance and development opportunities. Ensure sensitivity to the nuanced and different operating environments within the Portfolios. Lead and coordinate ongoing training to ensure appropriate levels of customer service is delivered at all times.
Building & Facilities team	<ul style="list-style-type: none"> Provide safe systems of work and a safe working environment for Portfolio staff.
Merchandise Coordinator	<ul style="list-style-type: none"> Collaborate with to ensure retail sales are maximised and correct procedures are implemented
City Museum Portfolio Volunteers	<ul style="list-style-type: none"> Provide training, guidance and advice to ensure high level of customer service is delivered across the City Museum properties
Other Teams/Portfolio	<ul style="list-style-type: none"> Maintain effective interaction and cooperation across the agency. Identify projects for Visitor & Interpretation Officers to participate in. Collaborate with to develop and implement innovative strategies for interpretation, outreach and activities.
External	
General Public	<ul style="list-style-type: none"> Provide information about tours, programs, events, Portfolio properties and the agency and answer general enquires.
Cultural organisations, local government, community groups, heritage and history sectors	<ul style="list-style-type: none"> Provide and receive information on issues relating to the Portfolio's sites and activities. Maintain effective relationships and participate in relevant forums to achieve strategic goals for visitor experience at the portfolio

Role dimensions

Decision making

This role:

- Prioritises and manages own workload within established priorities.
- Develops and fosters efficient lines of communication with key stakeholders at all levels.
- High degree of autonomy in the development of priorities and is accountable for the delivery of project planning and management.
- Works within approved plans, budget and quality standards.
- Refers to supervisor for decisions that require change or fall outside standard guidelines and practice.
- Exercises discretion and judgement in referral of enquiries/requests and/or complaints and correspondence.
- Provides prompt and relevant information to internal and external stakeholders.
- Ensures customer service standards are met if not exceeded by the Visitor Services Team.
- Works collaborative as a member of project teams to resolve problems and prioritise tasks which competing deadlines.

Reporting line

This role reports to the Head of City Museums Portfolio.

Direct reports

The following roles report directly to the Visitor Services Coordinator:

- Visitor & Interpretation Officers x 16 (in conjunction with one other Visitor Services Coordinator)
- Visitor Services Experience Officers x 2
- Casual Visitor & Interpretation Officers

Budget/Expenditure

Nil

Essential requirements

- Current NSW Working with Children Check.
- Current first aid certificate.
- Knowledge of and interest in Australian history and heritage acquired through relevant qualifications or experience.
- Current NSW driver's licence.
- Ability to work a roster that may include occasional evening or weekend work.
- Willingness to work across and ability to travel to multiple work locations.






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	Adept
	Act with Integrity	Adept
	Manage Self	Advanced
	Value Diversity	Adept
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Intermediate
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Foundational
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	Adept
 People Management	Manage and Develop People	Intermediate
	Inspire Direction and Purpose	Foundational
	Optimise Business Outcomes	Intermediate
	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
Personal Attributes Manage Self	Advanced	<ul style="list-style-type: none"> Act as a professional role model for colleagues, set high personal goals and take pride in their achievement Actively seek, reflect and act on feedback on own performance Translate negative feedback into an opportunity to improve Maintain a high level of personal motivation Take the initiative and act in a decisive way
Relationships	Adept	<ul style="list-style-type: none"> Tailor communication to the audience

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Communicate Effectively		<ul style="list-style-type: none"> Clearly explain complex concepts and arguments to individuals and groups Monitor own and others' non-verbal cues and adapt where necessary Create opportunities for others to be heard Actively listen to others and clarify own understanding Write fluently in a range of styles and formats
Relationships Commit to Customer Service	Adept	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 Plan and Prioritise	Adept	<ul style="list-style-type: none"> Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work Initiate, prioritise, consult on and develop team/unit goals, strategies and plans Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses Ensure current work plans and activities support and are consistent with organisational change initiatives Evaluate achievements and adjust future plans accordingly
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> Prepare clear project proposals and define scope and goals in measurable terms Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements Prepare accurate estimates of costs and resources required for more complex projects

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> Communicate the project strategy and its expected benefits to others Monitor the completion of project milestones against goals and initiate amendments where necessary Evaluate progress and identify improvements to inform future projects
People Management Manage and Develop People	Intermediate	<ul style="list-style-type: none"> Ensure that roles and responsibilities are clearly communicated Collaborate on the establishment of clear performance standards and deadlines in line with established performance development frameworks Develop team capability and recognise and develop potential in people Be constructive and build on strengths when giving feedback Identify and act on opportunities to provide coaching and mentoring Recognise performance issues that need to be addressed and work towards resolution of issues
People Management Optimise Business Outcomes	Intermediate	<ul style="list-style-type: none"> Develop team/unit plans that take into account team capability and strengths Plan and monitor resource allocation effectively to achieve team/unit objectives Ensure team members work with a good understanding of business principles as they apply to the public sector context Participate in wider organisational workforce planning to ensure the availability of capable resources