

# Role Description

## Visitor Services Officer



Cluster	Planning, Industry & Environment
Agency	Department of Planning, Industry & Environment
Division/Branch/Unit	Place, Design & Public Spaces / Botanic Gardens Greater Sydney
Location	The Royal Botanic Garden Sydney
Classification/Grade/Band	Clerk Grade 1/2
Kind of Employment	Ongoing
Role Number	Various
ANZSCO Code	541211
PCAT Code	1119192
Date of Approval	June 2015 (updated 20 November 2020)
Agency Website	<a href="http://www.rbgsyd.nsw.gov.au">www.rbgsyd.nsw.gov.au</a>

### Agency overview

Our vision is to create thriving environments, communities and economies for the people of New South Wales. We focus on some of the biggest issues facing our state. We deliver sustainable water resource and environment management, secure our energy supply, oversee our planning system, maximise community benefit from government land and property, and create the conditions for a prosperous state. We strive to be a high-performing, world-class public service organisation that celebrates and reflects the full diversity of the community we serve and seeks to embed Aboriginal cultural awareness and knowledge throughout the department.

The Royal Botanic Gardens and Domain Trust is responsible for the management and stewardship of the Royal Botanic Garden Sydney, the Domain, the Australian Botanic Garden, Mount Annan and the Blue Mountains Botanic Garden, Mount Tomah. The Trust incorporates the Australian Institute of Botanical Science and one of the country's leading international tourism businesses.

Staff working for the Trust are employees of the Department of Planning, Industry Environment (DPIE), within the Botanic Gardens Greater Sydney (BGGs) agency – a group of world-leading staff from the fields of science, horticulture, public space activation, visitor experience, not-for-profit fundraising, digital engagement, tourism, planning, major project delivery, commercial investment, sustainable resource and asset management, events and recreation.

According to a 2018 report from Deloitte Access Economics, the Trust contributes around \$140 million to the NSW economy each year, supports more than 1,100 jobs and contributes more than \$180 million in social and cultural contributions annually.

## Primary purpose of the role

Promote a positive image of the Gardens and return visitation by being professional and customer focused, whilst providing visitor information, site reception services, processing enquiries bookings, data collection and reconciliation of fees and retail sales, and promoting all activities the Gardens has to offer to assist the Events & Venues team in reaching visitation, sales and venue hire targets.

Assist in the delivery of high quality customer service, ensuring effective and efficient methodology, quality standards, procedures and documentation to satisfy customer requirements and promote a positive image of Botanic Gardens & Centennial Parklands.

## Key accountabilities

- Provide assistance to clients and visitors, including attending to enquiries in person, over the counter, on phone and social media, to capitalise on opportunities that enhance visitor experience and knowledge of Botanic Gardens products and services.
- Undertake sales of merchandise, Venue Hire and tickets including the receipting of money collected, in accordance with policies and procedures.
- Operate communication systems, including online booking, radio base station, telephone switchboard, and telephone directories, to ensure effective communication across the venue or site.
- Participate in the development, implementation, and ongoing review of procedures and protocols to provide an improved service.
- Provide timely and efficient administrative support to the manager as directed, including the provision of accurate visitor attendance records; sales and financial analysis for reports; responses to visitor services enquiries; data collection and analysis; administrative and operational support and general records management to inform decision making for all BGCP sites.
- Undertake related duties, including operating tours, general area presentation, security of reception areas and the visitor centres, receipt and dispatch of mail and deliveries, administering visitor permits and security passes, in accordance with policies and procedures.
- Support implementation and follow workplace safety initiatives, identify hazards and contribute to a safe working environment, as well as following procedures to manage and minimise risks across the Botanic Gardens.
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## Key challenges

- Satisfying visitor needs and dealing with customer issues and complaints that may arise on a day-to-day basis given that there may be limited supervision in the role and a high volume of enquiries and visitors.
- Maintaining an up to date knowledge of staff and functions as well as knowledge of the activities, facilities and services offered by the Botanic Gardens to effectively deal with enquiries.

## Key relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none"><li>• Escalate issues, keep informed, advise and receive instructions.</li></ul>

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Key BGCP staff

- Respond to requests and provide advice and information.

## External

Customers and clients

- Respond to requests, conduct transactions.
  - Provide information about services, facilities, activities and events.
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## Role dimensions

### Decision making

This role often works alone without direct supervision and is required to show initiative and solve problems in order to satisfy visitor needs and deal with problems/complaints on a day-to-day basis. The role will refer difficult or complex issues to the manager where it is appropriate.

### Reporting line

This role will report directly to a senior member of the Events & Venues team responsible for managing customer services at the assigned venue or site.

### Direct reports

Nil

## Key knowledge and experience

- Experience in dealing with customer enquiries in a reception or frontline service area.
- Experience in a retail environment, including cash handling procedures and using digital booking software.
- Experience in financial administration, including preparing purchase orders using a financial software system.
- Experience with a high volume switchboard and a radio base station.

## Essential requirements

- Ability to work outside of normal working hours and on weekends if required.
- Current driver's licence with the ability to drive manual vehicles.

## 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.

The capabilities are separated into **focus capabilities** and **complementary capabilities**.

## Focus capabilities

*Focus capabilities* are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.





The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

FOCUS CAPABILITIES			
Capability group/sets	Capability name	Behavioural indicators	Level
 <b>Personal Attributes</b>	<b>Manage Self</b> Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> <li>• Be willing to develop and apply new skills</li> <li>• Show commitment to completing assigned work activities</li> <li>• Look for opportunities to learn and develop</li> <li>• Reflect on feedback from colleagues and stakeholders</li> </ul>	Foundational
 <b>Relationships</b>	<b>Communicate Effectively</b> Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> <li>• Focus on key points and speak in plain English</li> <li>• Clearly explain and present ideas and arguments</li> <li>• Listen to others to gain an understanding and ask appropriate, respectful questions</li> <li>• Promote the use of inclusive language and assist others to adjust where necessary</li> <li>• Monitor own and others' non-verbal cues and adapt where necessary</li> <li>• Write and prepare material that is well structured and easy to follow</li> <li>• Communicate routine technical information clearly</li> </ul>	Intermediate
 <b>Results</b>	<b>Demonstrate Accountability</b> Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	<ul style="list-style-type: none"> <li>• Take responsibility for own actions</li> <li>• Be aware of delegations and act within authority levels</li> <li>• Be aware of team goals and their impact on work tasks</li> <li>• Follow safe work practices and take reasonable care of own and others' health and safety</li> <li>• Escalate issues when these are identified</li> <li>• Follow government and organisational record-keeping requirements</li> </ul>	Foundational
 <b>Business Enablers</b>	<b>Technology</b> Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> <li>• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks</li> <li>• Use available technology to improve individual performance and effectiveness</li> <li>• Make effective use of records, information and knowledge management functions and systems</li> <li>• Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies</li> </ul>	Intermediate

## Complementary capabilities

*Complementary capabilities* are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

COMPLEMENTARY CAPABILITIES			
Capability group/sets	Capability name	Description	Level
 Personal Attributes	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Foundational
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Foundational
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Foundational
	Work Collaboratively	Collaborate with others and value their contribution	Foundational
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Foundational
 Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Foundational
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Foundational
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Foundational
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
	Project Management	Understand and apply effective planning, coordination and control methods	Foundational