



## **COMMERCIAL OPERATIONS MANAGER 1.0 FTE**

**Grade 5.1**

VERSION	1.0		
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## THE SHRINE OF REMEMBRANCE

The Shrine of Remembrance is Victoria's pre-eminent memorial to the service and sacrifice of Australians in times of war and peacekeeping. It is a building with a soul, sharing the stories of extraordinary people whose efforts and experiences have shaped, and continue to shape, our nation.

A Melbourne icon, the Shrine is Victoria's home of commemoration and is consistently ranked among the nation's leading visitor attractions. Almost 700,000 people visit the Shrine each year to explore the gardens, tour the museum and participate in remembrance services and student education programmes.

## CHARTER, VISION, MISSION AND VALUES

### Charter

The objectives of the Shrine of Remembrance are defined in the *Shrine of Remembrance Act 1978*, as are the duties of Trustees, which are:

1. Responsibility for the care, management, maintenance, preservation of the Shrine of Remembrance.
2. The development, promotion, management and the staging of ceremonial activities and events to commemorate the service and sacrifice of Victorians and Australians in war, conflict, peacekeeping and peacemaking, including, but not limited to, wreath laying and other ceremonial or commemorative activities; and
3. The development, promotion, management and implementation of public programs to inform, education and promote understanding among Victorians and visitors about the history, experience, service and sacrifice of Victorians and Australians in war, conflict, peacekeeping, and peacemaking, including, but not limited to, exhibitions, lectures, publications, school learning and outreach programs.

### Purpose

To be a memorial to honour the service and sacrifice of Victorians and Australians in war, conflict, peacemaking and peacekeeping and as a site of national, State and cultural significance.

### Vision

To be the most special place at which to reflect on the way of life we value, defended by the service of man.

### Mission

We will memorialise those who have served in war, peacemaking and peacekeeping, engaging through education and storytelling. We will be acknowledged for our leadership and cultural significance.

### Values

Our decision-making and actions will adopt and give substance to our values of respect, inclusion, integrity, loyalty and service.

## THE OPPORTUNITY

The key responsibilities of this role include managing the Shrine's retail store and café; a new catering, venue hire and event partnership; a paid Shrine tour program; commissioned tourism product; tour operator and other commercial licensing; funding applications and reporting; budgeting; and relevant contract management. This role will deliver both strong commercial outcomes and support delivery of exceptional visitor experience. The Commercial Operations Manager (COM) also acts as Chief Fire Warden and Duty Manager as required.

## ORGANISATIONAL RELATIONSHIP

The COM reports to the responsible Shrine director (currently the Director Visitor Experience (DVE)), and works closely with the Visitor Services Manager (VSM) and the Ceremonial Program Manager (CPM). Direct reports include the Visitor Experience Coordinator - Retail (VEC), and a team of Retail Officers (ROs) and Visitor Experience Officers (VEOs). The Manager is also a member of the Shrine management team, and works cooperatively with other managers, staff, and volunteers across the organisation in support of harmonised delivery of programs and services.

## DUTIES SPECIFIC TO THE POSITION

- Lead and manage the ongoing development of a visitor-focussed culture, supported by implementation of effective visitor experience processes and systems.
- Provide effective leadership, including coaching, mentoring and developing direct reports.
- Manage and grow the Shrine's retail business, including branded and unique product development, inventory management, and visual merchandising.
- Manage and grow the Shrine's onsite café, including an enhanced food and beverage offering.
- Administer the Friends of the Shrine membership program.
- Manage other commercial and revenue raising activity, including a new venue hire and event partnership, external commercial licensing, and on-site donations.
- Identify and implement new commercial opportunities, incl. commissionable tourism product.
- Manage contracts pertaining to commercial activity.
- Manage relationships with commercial partners, retail suppliers, and tourism operators, among others.
- With the VSM and CPM, and with the support of the Co-ordinators, develop and deliver ongoing front of house staff training that ensures excellent visitor experience.
- Prepare regular commercial reports and analysis for the DVE.
- Draft grant applications, reports and acquittals.
- Be a proactive member of the Shrine's management team and contribute to broad operational and strategic planning.
- Engage with the local and national cultural and tourism sectors to identify partnerships and raise the Shrine's profile.
- Promote a safe and inclusive workplace environment.

## KEY OUTCOME AREAS

- The Shrine's commercial activities are expanded and agreed financial targets are met.
- Delivery of exceptional, accessible and safe visitor experience, measured via audience evaluation.
- Best practice policies, processes and procedures are implemented across commercial operations.
- Budget and revenue performance is accurately monitored and reported.
- The Shrine's commercial operations are effectively planned, managed, and resourced.
- Commercial relationships with key external partners, suppliers and contractors are professionally maintained and reflect the Shrine's reputational standards.
- Staff growth and development, performance management and training are delivered and reflect the Shrine's values.

## CORPORATE RESPONSIBILITIES

All staff are required to comply with the Victorian Public Sector Code of Conduct and all Shrine policies and procedures and take reasonable care to protect their own health and safety and the health and safety of others in the workplace. Staff are also required to immediately report any incidents, hazards or near misses to the relevant supervisor and actively participate in hazard elimination as required.

## SELECTION CRITERIA

### Essential

- Empathy for, and understanding of, the objectives of the Shrine of Remembrance.
- Relevant tertiary qualifications and/or experience in the cultural, tourism and/or retail sectors.
- A proven track record of driving business growth and diversifying revenue in a customer facing operating environment.
- Demonstrated success in inventory management and/or product development.
- Extensive front-line management experience, including training, coaching, and performance management.
- Highly developed communication, negotiation and interpersonal skills with persuasive abilities and capacity to build and influence networks.
- Proven ability to manage projects and work under pressure to meet competing deadlines.

### Desirable

- Experience in visual merchandising.
- Well-developed understanding of Project Planning, Risk Management, and OHS principles and practices.
- Experience in the use of CRM and venue management software.