



VISITOR SERVICES MANAGER 1.0 FTE

Grade 5.1

VERSION	2.0		
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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 are providing an exceptional experience for the almost 700,000 annual visitors to the Shrine and managing the Shrine's calendar of events. The Visitor Services Manager (VSM) is responsible for the management, planning and delivery of the Shrine's visitor services operations, including front of house, venue management, accessibility, and staffing, as well as planning and delivering a wide range of events. The VSM will also be required to act as a Chief Warden and front-of-house duty manager and will be required to work Tuesday to Saturday.

ORGANISATIONAL RELATIONSHIP

The VSM reports to the responsible Shrine director (currently the Director Visitor Experience (DVE)) and works closely with the Commercial Operations Manager (COM) and the Ceremonial Program Manager (CPM). Direct reports include the Event Coordinator (EC) and a team of Visitor Experience Officers (VEOs).

As a member of the Shrine management team, the VSM works cooperatively with managers, all members of the Shrine team (i.e., staff, Trustees, Life Governors, Governors and Volunteers) and external stakeholders across the organisation in support of harmonised delivery of programs and services.

DUTIES SPECIFIC TO THE POSITION

- 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 the Shrine's daily front of house operations and front-line visitor services including: opening and closing, tour scheduling, liaison with Shrine Guard/Protective Services Officers, incident management, and escalated visitor enquiries.
- Manage the Shrine's events program, including all aspects of planning, producing, delivering and reporting onsite events; and assisting in the planning and delivery of public and education programs as required.
- Perform the Duty Manager function, including morning and afternoon staff briefings, acting as Chief Fire Warden, and maintaining radio contact with the front of house team.
- Ensure all visitor facing functions are appropriately staffed, scheduled and resourced across a seven-day week staffing matrix.
- Lead the ongoing development of the Visitor Experience staff manual and all front of house procedures; and, with the Visitor Experience Managers and Co-ordinators, lead the ongoing development and delivery of front of house staff training that ensures excellent visitor experience.
- Provide an accessible and inclusive visitor experience via implementation of the Shrine's Disability Action Plan across all front of house functions and areas; and play a key role in the development of future Plans.
- Collaborate on audience research and program evaluation to identify and implement data-based improvements to visitor experience.
- Manage and hold accountability for responsible use of any assigned project budgets.
- Ensure Risk Management and OHS factors are identified, assessed and addressed in the delivery of front of house operations.
- As required, oversee and support volunteers and their activities on days when the Education and Volunteer Manager and/or their staff are not present on site.
- Prepare routine operational reporting for internal committee meetings, and external reporting to government and funding bodies.

- Be a proactive member of the Shrine's management team and contribute to broad operational and strategic planning.
- Promote a safe and inclusive workplace environment.

KEY OUTCOME AREAS

- Delivery of exceptional, accessible and safe visitor experience, measured via audience evaluation.
- The Shrine's daily operations and events are safely, effectively, and efficiently planned and managed.
- Best practice policies, processes and procedures are implemented across front of house operations.
- Continuous improvement and development of the Shrine visitor experience.
- Emergency response is carried out according to policy and procedures.
- 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 in delivering exceptional visitor experiences.
- Extensive leadership experience, including training, coaching, and performance management.
- Demonstrated experience in all aspects of event management.
- Sophisticated communication, negotiation and interpersonal skills with persuasive abilities and capacity to build and influence networks.
- Excellent organisational and administrative skills, including budgeting.
- Proven ability to work under pressure to meet competing deadlines.

Desirable

- Experience using online booking and venue management platforms.
- Well-developed understanding of Risk Management and OHS principles and practices.
- Experience in audience surveying and program evaluation.