



## Job Description Form

<b>Title:</b>	Director Visitor Services
<b>Classification:</b>	Level 8
<b>Position Number</b>	RIA3123051
<b>Industrial Agreement:</b>	PSGOGA 2017
<b>Business Area:</b>	Visitor Services
<b>Section:</b>	
<b>Location:</b>	Fremantle and Rottnest Island commuting
<b>Reports to:</b>	Executive Director
<b>Direct Reports:</b>	3 FTE's

Last reviewed: January 2018

Department of Biodiversity,  
Conservation and Attractions  
REGISTERED JD/F  
HR OFFICER: *Michelle*  
18 Jul 2018

### Purpose

Provide leadership of RIA's commercial operations across the Islands Visitor Centre, Reservations and Pedal and Flipper (and Moorings) Business Units, and direct more broadly product, service and experience offerings to deliver an exceptional level of visitor experience, commercial revenues, destination-based outcomes and drive efficiencies in operations. The position will maximise current offerings, and take a leading role in developing product, service and experience offerings, and will partner with industry and commercial providers to grow and attract commercial opportunities to improve visitor satisfaction that create improved yield and value for the RIA and enhance visitor experiences, to ensure Rottnest Island is recognised as a "must-see" tourist destination.

### Responsibilities

The key responsibilities of the position are:

#### Strategic Leadership and Management

- As a member of the RIA's Executive Management Team, participate in the strategic management, planning, formulation and implementation of RIA's goals and policy development.
- Lead and manage the Commercial Operations Business Area and strategically direct the commercial operations of the Visitor Centre, Reservations and Pedal and Flipper (and Moorings) Business Units and more broadly product, service and experience offerings to enhance visitor experience, improve commercial revenue and value for the RIA, and achieve destination-based outcomes aligned with RIA business objectives.
- Accountable for the effective financial and operational performance of the Business Area.
- Provide high level advice to the Executive Director, Director General, Minister, RIA's Board and RIA's senior management.

#### Commercial Operations

- Manage and/or contribute to the development of tourism excellence, product development and visitor experience strategies and programs, aligned with RIA's Strategic Plan and priorities.
- Lead the development and management of commercial business plans that aligns with visitor strategy and connects products, services and experiences, maximises existing opportunities and facilitates new commercial opportunities, to improve visitor satisfaction, yield and value for the RIA, fosters productive relationships with commercial partners and enhances visitor experiences.
  - Provide leadership in the development and management of service standards to deliver an exceptional level of visitor experience and satisfaction through RIA's visitor touchpoints.



- Lead and drive innovation and operational and product, service offering efficiencies, and ensure RIA's business models are effectively supported by sound governance.
- Work collaboratively with the Director Marketing and Events to undertake research and analysis on visitor market and tourism product, and identify and interpret trends and impacts on RIA's commercial operations (current and proposed).
- Identify, develop and/or assess proposals for commercial revenue generation, including pricing.
- Provide strategic advice to RIA's Marketing, Events and Communications Business Area on suitable visitor experiences and products to be included in campaigns and activities.
- Work collaboratively with senior management across the RIA to contribute to broader policies, strategies, programs and processes to effectively integrate and facilitate commercial operations.
- Manage and monitor the performance of contracted service providers.
- Establish and maintain effective working relationships with key government and industry stakeholders including Tourism Western Australia and industry associations, commercial operators and contracted service providers to leverage, develop and deliver Visitor Excellence and new/enhanced products for Rottnest Island.
- Represent RIA in negotiations with private, community and government organisations to coordinate, secure cooperation and gain agreement to achieve sustainable business outcomes.

### Job specific requirements

*Must be able to demonstrate, within the context of the position:*

#### Essential

1. Experience in developing and executing go-to-market tourism products and experiences to generate and maximise commercial revenue, and improve visitation and satisfaction.
2. Detailed understanding of marketing principles and demonstrated experience in the implementation of these principles.
3. Detailed knowledge and experience of global distribution networks including global travel industry structures, digital distribution and non-traditional partnerships.
4. Successful track record in driving and managing significant revenue generating activities, preferably including high profile visitor services, reservations and retail activities.
5. Well-developed research, conceptual and analytical skills which have been applied in a commercial operations and marketing environment.
6. High level interpersonal, communication, public speaking skills and proven ability to undertake negotiations with representatives at all levels from private and government organisations and the tourism and travel industry.
7. Strong leadership skills and proven ability to develop business plans and manage budgets.

#### Desirable

8. Tertiary degree in marketing, business or tourism management is preferred.

### Appointment pre requisites

- ✓ Completion of 100 point identification check
- ✓ Successful National Police Clearance
- ✓ Successful Pre Employment Integrity check
- ✓ Current Motor Vehicle Drivers License

Unless otherwise stated all positions within RIA require the occupant to be able to use a Personal Computer and have a working knowledge of Microsoft Office Software, specifically Word, Excel and Outlook.



All employees must positively contribute to the achievement of RIA's sustainability goals. The RIA strives to be a leader in environmental sustainability by implementing and demonstrating sustainable thinking and practice in all aspects of our business.

The RIA is committed to Equal Employment Opportunity and Diversity, Occupational Safety & Health, The Public Sector Management Act and related legislation applicable to the work environment as well as individual performance development.

### **Certification**

The details contained in this document are an accurate statement of the position's responsibilities and requirements as at July 2018.

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**Executive Director**



## **Rottnest Island Authority Values**

The following values guide our decision making and behaviour every day:

### **FRIENDLY AND WELCOMING**

We welcome and interact in a friendly manner with all Rottnest Island visitors, workers, volunteers and other stakeholders to encourage a positive atmosphere of enjoyment based on trust and mutual respect.

✓ We act like owners – We are proud of who we are and what we do and believe that every visitor contact is a chance to shine.

### **VALUING OUR PEOPLE**

We value our staff by encouraging positive performance, providing personal development opportunities and enabling a balance between work and personal commitments.

✓ We celebrate our successes and learn from our mistakes.

### **PARTNERING WITH STAKEHOLDERS**

We engage in effective consultation and cooperation with Rottnest Island stakeholders to develop shared commitment and purpose. Where appropriate, we engage our stakeholders to deliver and enhance services that benefit Rottnest Island and its visitors.

✓ We work as a team – mutual respect, cooperation and consideration fosters the best work environment

### **CONSERVATION AND SUSTAINABILITY**

We seek to ensure that Rottnest Island' natural environment and cultural heritage are conserved and enhanced in a sustainable manner.

✓ We act with awareness of our impact on the environment and make every effort to use our resources efficiently.

### **IMPROVEMENT AND INNOVATION**

We foster an environment that encourages continuous improvement and innovation in our operations by objectively challenging our prevailing policies and practices to help achieve our stated vision, mission and objectives

✓ We are passionate about customer service and strive to continuously improve our services and products – we are never complacent.

### **BUSINESS-LIKE MANAGEMENT**

We continually seek to improve business performance by adopting modern business management practices and by delivering services in an ethical, efficient and effective manner.

✓ We keep it simple and act with integrity – we will do what we say and deliver on our promises.

