



ABOUT THE WESTERN AUSTRALIAN MUSEUM

The Western Australian Museum aims to inspire people to explore and share their identity, environment, culture and sense of place, and to contribute to the diversity and creativity of our world.

The Museum preserves, documents and shares collections relating to the State's natural and cultural heritage. It collaborates with people across Western Australia to share the stories and voices of diverse communities. It works alongside national and international organisations, contributing to global research, promoting life-long learning, and developing and hosting world-class exhibitions.

Established in 1891, it has evolved over the past 130 years to become a vibrant centre of inspiration, learning and enjoyment for all Western Australians, as well as the primary home of the State's natural science and cultural heritage collections.

Today, the Western Australian Museum has seven public locations and provides inclusive spaces where people can explore what it means to be Western Australian. It also has a Collections and Research Centre that houses more than eight million objects which are safeguarded for the benefit of future generations.

The Museum is a Statutory Authority within the Department of Local Government, Sport and Cultural Industries (DLGSC). The Department facilitates lively communities and the economy and the offering of outstanding and inclusive sporting and cultural experiences to local, interstate and international visitors.

MISSION

To inspire and challenge people to explore and share their identity, culture, environment and sense of place, and to experience and contribute to the diversity and creativity of our world.

VISION

To be an excellent and vibrant Museum, valued and used by all Western Australians and admired and visited by the world.

VALUES

- Accountable
- Inspirational, Inclusive and Accessible
- Enterprising and Excellent
- Sustainable
- We recognise Aboriginal and Torres Strait Islander people as the first peoples of Australia.



**WESTERN
AUSTRALIAN
MUSEUM**

Department of Local Government,
Sport and Cultural Industries

JOB DESCRIPTION FORM

DETAILS

Position Title	Position Number
Customer Relations Officer	14890
Classification Level	Award/Agreement
2	PSA 1992/ PSGO CSA GA
Directorate	Branch/Team
Engagement	Customer Relations
Physical Location	Effective Date
Perth	01/07/2021

REPORTING RELATIONSHIPS

Position reports to	Positions reporting to this position
Customer Relationship Management Coordinator (Level 4)	Nil

PURPOSE OF THE POSITION

To provide a high level of customer service to the public through dedicated information, ticketing and bookings.

This position is the first point of contact between Members of the Museum and the public with the Western Australian Museum. The position is required to greet all visitors to WA Museum Boola Bardip reception, efficiently operate the main telephone switchboard and direct calls as required, respond to online enquiries, sell and promote WA Museum Membership and manage ticket and education bookings, including payments.

WA Museum utilises *Tessitura* as its customer relationship management, ticketing and booking system.

The Customer Relations team reports on customer service and bookings and provides data that is critical to business operations.



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STATEMENT OF DUTIES

1. Provide high quality customer service to Members of the Museum and the public by means of ticketing and public enquiries.
2. Promotes excellent customer relations by displaying a positive attitude and client service focus, identifying needs, and meeting or exceeding client expectations.
3. Identify and resolve challenging situations to meet the needs of customers including responding to customer comments and complaints and take appropriate remedial action.
4. Promotes and sells WA Museum Membership, exhibition and program tickets.
5. Maintain accurate records within the Customer Relationship Management database.
6. Process credit card and EFTPOS payments in compliance with auditing standards. In liaison with the Customer Relations Management Coordinator, balance and reconcile receipts and ticket sales generated during each shift.
7. Develops effective relationships with other team members and venue staff through excellent communication and interpersonal skills.
8. Other duties as required with respect to the scope of the position.

COMPLIANCE AND LEGISLATIVE KNOWLEDGE

- Comply with the DLGSC Code of Conduct;
- Comply with applicable DLGSC policies and procedures, WA Museum policies and procedures, and relevant appropriate legislation; and
- Meets Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.



WORK RELATED REQUIREMENTS

Essential

1. Demonstrated experience delivering excellent customer service, providing excellent customer experiences through ticketing, sales, and general enquiries.
2. Demonstrated experience using a Customer Relationship Management database or ticketing system.
3. Excellent written and verbal communication skills with ability to confidently present messages in a clear and articulate manner to maintain positive interpersonal skills, particularly in challenging situations.
4. Strong office administrative skills with the ability to organise and prioritise tasks effectively.
5. Good computer skills using a range of software packages including databases, spreadsheets, word processing and email systems.

Desirable

1. Knowledge of government structures and processes.
2. Working knowledge of *Tessitura* software.

KEY RELATIONSHIPS/INTERACTIONS

1. Customer Relationship Management Coordinator
2. Director, Engagement
3. WA Museum staff
4. Members of the public

KEY CHALLENGES

1. To provide high level customer service to members of the public through a dedicated information, ticketing and booking service.
2. To align the Customer Relationship Management system (CRM) with front line customer service provided to members of the public. This will assist Museum executive and staff to use the CRM to retrieve data that is highly critical to business operations and to take advantage of new business opportunities.



SPECIAL CONDITIONS

1. Must be available for rostered shifts on weekends.

APPOINTMENT IS SUBJECT TO

1. Eligibility to Work in Australia.
2. National Police Clearance.

TRAINING

1. Complete induction within three months of commencement.
2. Complete any training specific to the role required by Departmental or WA Museum policy.
3. Complete the Department's Accountability and Ethical Decision Making training within six months of appointment.

REGISTERED

**Western Australian
Museum**

INITIALS: KD DATE: 07/09/2021