



ABOUT THE WESTERN AUSTRALIAN MUSEUM

The WA Museum’s mission is to inspire curiosity to explore the past, question the present and shape the future.

Our work is diverse and collaborative; it is local, national and global. We aspire to be valued, used and admired organisation by all Western Australians and the world.

WA Museum manages eight locations throughout Western Australia, including the award winning Boola Bardip in Perth Cultural Centre. We have a team of dedicated curators undertaking a wide range of research and caring for more than eight million objects for the benefit of future generations.

The Museum is a Statutory Authority within the Department of Local Government, Sport and Cultural Industries (DLGSC).

OUR MISSION

Inspiring curiosity to explore the past, question the present and shape the future.

OUR VISION

An informed and engaged community working together for a better future.

OUR VALUES

Respectful

Inclusive

Accountable

Enterprising

Recognition of Aboriginal and Torres Strait Islander peoples as the First Peoples of Australia.

ORGANISATIONAL PILLARS

1

Sustainability

2

At the Heart of the Community

3

Aboriginal and Torres Strait Islander Peoples

4

State-wide



**WESTERN
AUSTRALIAN
MUSEUM**

Department of Local Government,
Sport and Cultural Industries

JOB DESCRIPTION FORM

DETAILS

Position Title

Visitor Services Manager

Position Number

15665

Classification Level

Level 5 (L5)

Award/Agreement

Public Service Award 1992 / PSGO CSA GA

Directorate

Engagement

Branch/Team

Engagement / WA Museum Boola Bardip

Physical Location/s

WA Museum Boola Bardip, Perth

REPORTING RELATIONSHIPS

Position reports to

Manager WA Museum Boola Bardip –
Level 7

Positions reporting to this position

- Visitor Services Supervisor
- Retail Supervisor
- Volunteer Coordinator

PURPOSE OF THE POSITION

The Visitor Services Manager is responsible for overseeing the forward-facing service staffing, including Volunteers, Visitor Services Officers and Retail staff. The role is responsible for creating a coordinated and unified team of service staff that contribute and drive continual enhancement of the museum-wide commitment to a visitor-centered experience.

In consultation with Manager Marketing and Audience Development, the Visitor Services Manager will oversee visitor data collection, visitor feedback, analyse admissions and sales data. Working with the frontline staff, the role will drive improvements that will position the Museum to expand its audiences and create loyalty by encouraging membership growth. The position is responsible for the growth of sales across all channels, including retail, upselling and increasing the utilisation of the Museum's digital products such as the Gogo device.

The Visitor Services Manager will manage an increased involvement in the ticketing workflow, including the upsell of products and services by front of house staff. The role will work directly with key internal stakeholders, including the Retail Services Manager, Operations Manager, Catering Manager and Programming Manager, to create a sales and service environment that will assist in reaching the revenue targets.



Working closely with the Operations Manager and monitoring all safety regulations in line with Museum procedures and ensuring the respective supervisors and coordinators are supported to institute a safe and inclusive environment for all visitors.

STATEMENT OF DUTIES

- Manage the daily Visitor Services, Retail and Volunteer operations of the site through effective leadership, resource management, planning and evaluation.
- Oversee all aspects of visitor interactions on-site entry, reception, memberships, digital platform and manage related financial accountabilities.
- Provide leadership in developing sales culture and growing commercial opportunities and revenue, across all front facing teams.
- Design training and staff development requirements including coaching and mentoring teams to improve customer service.
- In liaison with the Operations Manager understand the impact of exhibition and building maintenance scheduling on the site's daily visitor operations.
- Contribute to the site's visitor-oriented experiences including ensuring the effective delivery of exhibitions, public and education programs, events, outreach, marketing, and online services.
- Contribute to the development of the Site's operational plans, projects, and associated budgets.
- Represent the Western Australian Museum in forums.
- Other duties as required with respect to the skills, knowledge scope and abilities of the employee



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WORK RELATED REQUIREMENTS

Essential

1. Significant experience in a managerial and leadership role whilst demonstrating a strong track record of providing excellent customer service preferably in an arts or tourism environment
2. Demonstrated experience in developing teams working in multifaceted and diverse visitor experiences and their relationship to quality customer service, including within retail, ticketing and programming.
3. Significant experience in driving sales growth within a diverse team environment.
4. Demonstrated financial skills especially in the areas of financial reconciliations, budget management and procurement.
5. Demonstrated high level communication and interpersonal skills to communicate effectively, and with a range of stakeholders, orally and in writing; prepare and deliver presentations and written materials appropriate for diverse program platforms, including public presentations and training programs

Desirable

1. Working knowledge of Tessitura

SPECIAL CONDITIONS

- Additional hours may be necessary to meet the job requirements; this could encompass evening hours, weekend work and special event coverage.

APPOINTMENT IS SUBJECT TO

- Eligibility to Work in Australia.
- A current (within six months) National Police Clearance Certificate.