

Job Description Form

1. Position Details

Position Title Manager Pinnacles Desert Discovery Centre and Gallery			Position Number DBCA3035237
Level/Grade Level 4	Specified Calling N/A	Agreement PSA 1992, PSCA 2022, CSA Fire Services Provisions Agreement 2015	Effective Date 26 June 2024
Division Regional and Fire Management Services		Branch Midwest Region	
Section Turquoise Coast District		Location Pinnacles Desert Discovery Centre	

2. Reporting Relationships

Position Title District Manager	Level/Grade Level 6 or 7	Recruitment and Establishment Section Registered JDF <i>CB</i> 26 June 2024				
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Responsible to	Other offices reporting directly to this office					
Position Title Parks and Visitor Services Coordinator	Level/Grade Level 5	<table border="1"> <tr> <td>Position title Senior Ranger Cervantes</td> <td>Level/Grade Grade 3</td> </tr> <tr> <td>Operations Officer</td> <td>Level 3</td> </tr> </table>	Position title Senior Ranger Cervantes	Level/Grade Grade 3	Operations Officer	Level 3
Position title Senior Ranger Cervantes	Level/Grade Grade 3					
Operations Officer	Level 3					
↑						
Responsible to						
This position						
↑						

Officers under *direct* responsibility

Position Title	Level/Grade	Approx. no. FTEs supervised
2 x Administrative Assistant (part time)	Level 2	Nil
5 x Visitor Centre Assistants (Full time/ PPT/Casual)	AWU VCA Level 2	Nil

3. Role and Scope

This is a brief outline of the key responsibilities and scope. Scope may include the level of guidance under which the job operates, range of assignments, and influence on results for the work function or program:

<p>Under the general direction of the Parks and Visitor Services Coordinator:</p> <ul style="list-style-type: none"> Manages the day-to-day management, marketing and profitable operation of the Pinnacles Desert Discovery Centre and Gallery. Responsible for all aspects of visitor management, visitor safety and the provision of high-quality interpretative activities. <p>The Pinnacles Desert Discovery Centre and Gallery (PDD) is a self-funding business enterprise owned by the department, intended to offer an experience which enriches and enhances the visitors' appreciation and understanding of the natural values of the Nambung National Park (the park). All retail revenue is returned to the management of the PDD and visitor services in the park.</p>

Individuals undertake their duties and responsibilities in accordance with the department's [Code of Conduct](#), policies and procedures, and relevant Government legislation.

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4. Responsibilities of the Position and Broad Outline of Duties

The proportion of time likely to be spent on each function or duty may, if appropriate, be indicated as a percentage (%).

Under the general direction of the Parks and Visitor Services Coordinator:

BUSINESS AND MARKETING (35%)

1. Manages the day-to-day management, marketing and profitable operation of the PDD and the associated retail sales outlet.
2. Contributes to the development of marketing and promotional plans for PDD.
3. Maintains and sources product lines that deliver a retail experience in keeping with the PDD vision.
4. Develops and reviews the PDD Business Plan, prepares annual budgets and develops works programs and business proposals which promote and maintain PDD as a premier visitor attraction.
5. Builds and maintains business networks which promote the successful operation of PDD as a premium tourist attraction, including liaising with local and regional tourism organisations, Tourism WA, local businesses and tour operators.

FINANCIAL MANAGEMENT (20%)

6. Ensures effective daily financial management of PDD, ensuring compliance with the *Financial Management Act 2006* (including Treasurers Instructions), departmental Accounting Manuals, Awards, Circulars, Policy statements and Administrative Instructions
7. Ensures that entry revenue is collected.
8. Assists with the development and maintenance of financial control and monitoring systems for the PDD business operation, as required for the effective tracking of visitor numbers and revenue collection.

VISITOR RISK MANAGEMENT (10%)

9. Ensures the PDD site has appropriate Visitor Risk Management, including maintenance and security of the buildings and facilities and ensuring adequate fire and emergency protocols and procedures exist.

HUMAN RESOURCE MANAGEMENT (25%)

10. Maintains and promotes good employee relations. Supervises and develops staff and ensures that their workplace meets departmental standards and occupational safety and health requirements. Undertakes recruitment of staff and ensures appropriate training is delivered.
11. Ensures compliance with relevant awards, Equal Employment Opportunity principles, and that human resource management standards are applied.

EDUCATIONAL INTERPRETATIVE ACTIVITIES (5%)

12. Contributes to the development of educational and interpretive products and services for the PDD.
13. Liaises with relevant district and regional staff associated with the delivery of the Nambung National Park Management Plan, where interdependencies exist.

OTHER (5%)

14. Participates in fire management activities that contribute to bushfire suppression and prescribed burning operations commensurate with capability, capacity, training and level of experience.
15. Participates in emergency incident rosters and responses which may be related to bushfire, search and rescue, or wildlife, as appropriate, and as directed by the District Manager.
16. Other duties as directed by the Parks and Visitor Services Coordinator.

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5. Selection Criteria

In the context of the duties and responsibilities of the position, the following selection criteria apply. All criteria are essential unless specified otherwise.

Applicants should address the following four criteria. These should be addressed in no more than four pages in total.

1. Experience and an understanding of the issues involved in managing a tourism/retail enterprise including understanding issues of visitor centre operations, staff and facility maintenance.
2. Evidence of well - developed interpersonal skills and experience in liaising, consulting and negotiating with businesses, commercial tourism operators and the general public to deliver a positive and effective tourism experience.
3. Experience in contributing to business development and marketing strategies and applying financial management skills to a business enterprise.
4. Experience in supervising, managing and training others and working as part of a team.

The following essential criteria will be assessed at some stage during the selection process. Desirable criteria will be assessed as required:

5. Well-developed oral and written communication, conceptual and analytical skills, and ability to use computer software (Word, Excel etc.) for promotion, report writing and data analysis.
6. Physically fit and willing and able to occasionally work weekends and public holidays.
7. St John's Senior First Aid Certificate or ability to attain.
8. Understanding of occupational, health and safety, and equity and diversity principles and practices.
9. Current 'C' Class Driver's Licence.
10. Tertiary qualification in business management, tourism or similar. (**Desirable**)
11. Ongoing willingness and ability to participate in fire management activities that contribute to bushfire suppression and prescribed burning operations commensurate with capability, capacity, training and level of experience (**Desirable**).

Values

Our organisational values drive the way we make decisions, interact with each other, and work together to achieve results.

Our five core values — **Integrity, Collaboration, Accountability, Respect** and **Excellence** — represent our commitment to a professional and inclusive workplace culture we can all enjoy. For the purposes of this recruitment process, behaviours that reflect these values are included as **Essential** and/or (as a minimum) **Desirable** selection criteria for this position.

12. Behaviour that reflects **Integrity, Collaboration, Accountability, Respect** and **Excellence** (**Desirable**).

Information on whether appointment to this position is subject to provision of a satisfactory Working With Children check or a National Police check, is included in Section 6 of this form.

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6. Other

Position Status Does the position form part of the permanent structure?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Full Time Equivalent (FTE) Full time hours = 1 FTE. Write part time hours as a proportion of 1 e.g. 0.6 FTE if 3 days per week ie 60% of full time hours.	1		
Allowances and Special Conditions Applicable allowances and special conditions are checked with an 'x' in the appropriate box.	<input type="checkbox"/> District Allowance	<input type="checkbox"/> North West Leave	
	<input type="checkbox"/> Air Conditioning	<input type="checkbox"/> No Fixed Hours (Rangers only)	
	<input type="checkbox"/> Ranger Leave (Rangers only)	<input type="checkbox"/> Other - Please specify below:	
Specialised Equipment Operated Specify type of equipment e.g. 4WD.	Personal Computer, retail Till, EFTPOS, machine and Retail Touch System.		
Working With Children Specify if appointment to this position is subject to a satisfactory Working with Children check – if this position works with children, refer to http://www.checkwwc.wa.gov.au/checkwwc/WWC+Check/ .	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
National Police Check Specify if appointment to this position is subject to a satisfactory National Police check. For more information refer to the department's guidelines on National Police checks .	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		

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7. Certification

The details contained in this document are an accurate reflection of position.

Branch/Division Head	Director General
Signature:	Signature:
Date:	Date: