



Position description

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| Title: | Commercial Manager |
| Branch/Department: | Visitor Experience - Commercial |
| Status: | Full Time - 75 hours a fortnight |
| Location: | Emerald – Lakeside Visitors Centre with some travel across other retail outlets at Belgrave, Menzies Creek and Gembrook |
| Reports to: | Group Manager Visitor Experience |
| Direct Reports: | Commercial Supervisor, Food & Beverage Supervisor, Head Chef, Catered Train Supervisor |
| Hours/Days of Work: | Weekend and some after hours work required – 5 days in 7 as agreed |
| Requirements | <p>Current Victorian Working with Children Check (WWCC)</p> <p>Resolved National Criminal History Check</p> <p>Completed a National Transport Commission Category 3 Health Assessment Medical</p> |

Job Purpose

To provide the vision and strategic direction to create and sustain a strong and financially successful Commercial division at Puffing Billy Railway. Essential to this role is providing leadership, building, and supporting a talented Commercial team to help drive success in the retail and food and beverage areas of Puffing Billy Railway. Supporting existing and developing new Commercial partnerships will be core to the ongoing success of this position.

Key Duties & Responsibilities

- Developing and implementing an annual business plan and budget for the Commercial portfolio (Retail, Food and Beverage, Commercial partners)
- Lead, drive, motivate, and encourage commercial staff to achieve a high levels of customer service and reach sales targets
- Lead in the recruitment, training, mentoring, performance management and skill development of the Commercial team
- Managing the business performance, including profitability, revenue, stock management, pricing and cost of goods
- Managing and negotiating existing and new commercial contracts
- Driving efficiencies to ensure contracts remain financially viable
- Developing a deep understanding of key market dynamics, industry and customer trends
- Implementing initiatives and activities to drive sustainable business growth
- Leading, managing and developing the teams to achieve key business objectives
- Ensuring business process improvement opportunities and efficiencies are identified and implemented
- Representing Puffing Billy Railway on key industry networks and ensure the development and maintenance of strategic partnerships with key stakeholders
- Be an active participant of the organisations leadership, with input into strategic direction, business planning, governance and financial management
- Developing and implementing a Commercial offering that compliments Puffing Billy Railway’s core business, it’s values, sustainable practices, supports local providers and exceeds visitor expectations



- May have direct contact with children and will be required to follow all appropriate policies
- Maintain a Child Safe environment including reporting responsibilities and procedures
- Maintain behaviours in line with company values and demonstrate leadership in behaviours to your team at all times
- Actively participate in continuous improvement – learning and development programs and performance management programs
- Adhere to all company values, principles, policies and procedures
- Other tasks and duties as requested

Key challenges and problem solving

- Managing budgets, business goals, staffing requirements in a volatile and unpredictable tourism/hospitality market as a result of COVID-19 pandemic
- Recruitment and retention of Commercial team members in a tight hospitality labour market
- Growing visitor yield amongst visitor to Puffing Billy Railway retail/hospitality outlets

Key Competencies

- High standard verbal and written communication skills
- Exceptional people management skills with strengths in team building and development
- Ability to work cooperatively and respectfully with others from various backgrounds and cultures
- Flexible and adaptable with ability to problem solve and multi-task
- Ability to work un-supervised and under pressure
- Ability to work as a team & to lead by example
- Strong organisational skills, with ability to prioritise and follow-through
- Focus on service excellence, exceeding internal and external customer expectations

Qualifications & Experience Required

- A tertiary qualification in Business Management, Commerce or related field and/or demonstrated experience in lieu of formal qualifications
- Proven ability to provide leadership for a multi-disciplinary team
- Proven ability to develop capability and promote a constructive workplace culture
- Demonstrated ability to professionally lead and manage the commercial business management processes for a range of customer focused business functions
- Strong understanding of leisure operations, food and beverage, hospitality and retail industry
- Extensive experience in the management of high-volume customer operations in a dynamic competitive marketplace
- Proven ability to respond quickly to changing market conditions and revise strategies accordingly
- A commitment to internal and external customers demonstrated through the provision of timely, reliable and expert advice on matters within the area of responsibility
- Proven ability to build positive relationships and consult, negotiate and communicate with all levels of management and staff, key stakeholders and the community
- An understanding of Puffing Billy's history and current business desirable

Key Relationships

- PBR staff, volunteers and visitors
- External stakeholders including elected officers and senior management in public and private organisations
- Contractors and suppliers



Health & Safety

Managers and supervisors have responsibilities on behalf of the organisation but must also comply with their requirements as employees. It is their responsibility to:

- Ensure adherence to OHS policies and procedures.
- Consult with employees and H&S representatives (where they are elected) on OHS issues.
- Ensure that employees are equipped with the information, instruction, training and supervision that they need to work safely.
- Identify, assess if necessary and control hazards within their area of responsibility.
- Encourage early reporting of incidents and forward information to RTW Coordinator immediately
- Assist with initiating an early return to work on suitable duties after a workplace injury
- Access sources of OHS information and systematically disseminate information to all employees.
- Ensure that employees including volunteers and contractors are aware of, and abide by, all relevant health and safety procedures particularly those relating to the operation of plant and equipment.
- Develop safe work procedures as required and ensure adherence to procedures.
- Provide PPE as required and ensure employees are aware of correct usage and storage requirements.
- Ensure all plant and equipment is properly maintained
- Maintain relevant knowledge of OHS issues.
- Act as a role model by demonstrating safe work behaviours

The following health and safety factors are relevant to this position

| Frequent (occurs 1/3-2/3 of time) | Constant (occurs 2/3+ of time) |
|--|---|
| <ul style="list-style-type: none"> • Manual handling task (0 – 9kg) • Gripping, holding, clasping with fingers/hands • Sitting at workstation | <ul style="list-style-type: none"> • Hand/arm movement i.e. stacking, reaching, typing and sorting • Long periods walking/standing • Responsibility for the safety of others |

Additional Notes

- Weekends and public holiday work will be required on rostered basis
- As Puffing Billy Railway’s peak time is during the Victorian school holiday period, taking leave during school holidays is limited
- Puffing Billy Railway is a child-safe organisation. All employees and volunteers are required to undergo a National Police Check, a Working with Children Check and sign our Child Safety & Wellbeing Policy and Child Safety & Wellbeing Code of Conduct.
- PBR is a zero drug and alcohol workplace – workplace participants maybe subject to unannounced drug and alcohol testing

Acknowledgment

I have read and understood the above position description and I agree to undertake the duties outlined. I declare that I have no health, medical or other restrictions that would affect my ability or capacity to undertake these duties in a safe manner.

Employee
 Name: _____
 Employee
 Signature: _____

Date: _____



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| Approved By: | P Abbott | Date: | February 2022 |
| Last Updated By: | N Giurgiu | Date: | February 2022 |



Puffing Billy Railway's staff and volunteers are committed to providing positive experiences for children in an environment that is caring, nurturing and safe.

Our Children, Our Focus, Our Future, Speak Up!