

Position description

Title:	Group Manager Visitor Experience
Branch/Department:	Visitor Experience
Status:	Full Time (75 hour fortnight) or Part Time negotiable
Location:	Belgrave
Reports to:	Chief Executive Officer
Direct Reports:	4 reports – Marketing Manager, Events Manager, Commercial Manager, Passenger Operations Manager
Hours/Days of Work:	7.5 hours a day with reasonable additional time as required. Alternate and flexible arrangements will be considered.
Requirements	Current Victorian Working with Children Check (WWCC) Resolved National Criminal History Check Completed Category 3 Health Assessment Medical

Job Purpose

To:

- Review and initiate new business objectives and strategies to lead and develop the business acumen of the organisation; and
- Lead and drive initiatives that attract and welcome everyone to Puffing Billy Railway (PBR) and proactively champion an exceptional visitor experience.

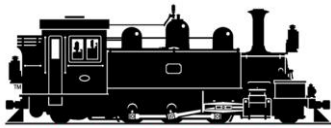
Key Duties & Responsibilities

Marketing and Communication

- Networking with peak industry bodies to raise Puffing Billy Railway's profile, understand and influence market initiatives
- Developing and promoting the Puffing Billy Railway brand
- Providing valuable information about our offerings;
- Overseeing communication and engagement with our communities, volunteers and staff
- Overseeing the coordination of PBR involvement in state significant events
- Review current market initiatives and expenditure in relation to effectiveness and results, and propose methods for improving productivity, efficiency, effectiveness and customer service to generate business growth
- Establish and maintain relationships with key partners

Visitor Experience and Product Development

- Ensuring seamless sales, ticketing, arrival and voyage
- Direct the development and delivery of food, beverage and retail services to ensure that enhances the visitor experience, maximises their time with us and that are sympathetic to the heritage experience
- Grow visitor spend with product and service offerings that connect and are sympathetic to the core business
- Increase visitor engagement
- Evaluate customer feedback and propose methods of increasing customer satisfaction



PUFFING BILLY RAILWAY

Maximisation of sales opportunities

- Evaluate, identify and implement a range of quality dining experiences that enhance the visitor experience including but not limited to on-board the heritage carriages, at select stations and new facilities ie Emerald Lake Discovery Centre
- Increase commercial real estate across Puffing Billy Railway and introduce new revenue opportunities
- Have input into the negotiation of supplier products and service agreements
- Closely monitor sales data, noting trends, weaknesses and opportunities

Leadership

- Providing timely strategic advice to the Board and Senior Management relating to marketing, community, partnerships and stakeholder engagement
- Develop and implement strategic business plans across the entire portfolio
- Inspire commitment and enthusiasm in employees to undertake new initiatives, develop new skills and improve performance
- Working with, guiding and coordinating the work of the marketing, events, commercial (retail and food and beverage) and passenger services departments to ensure efforts are coordinated and aligned with the values, objectives and strategic direction of the organisation.
- Manage the development and delivery of PBR's visitor experience, interpretation, tours, education programs and event marketing with the aim to generating public enjoyment and to grow local, national and international reputation and visitation of PBR.
- Be an active participant of the senior leadership, with input into strategic direction, business planning, governance and financial management
- 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
- Will 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

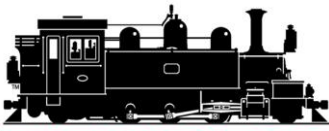
Key Competencies

- Superior verbal and written communication skills
- 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
- High standard computer skills including Microsoft suite
- Focus on service excellence, exceeding internal and external customer expectations
- Strong numeracy and literacy skills to manage basic accounting administration tasks

Qualifications & Experience Required

- Extensive experience to a commercial environment with responsibility for product and service development to drive sales and enhance customer experience
- Demonstrated leadership and management skills with the ability to work consultatively with various interest groups
- Demonstrated customer-centric approach to product and service delivery
- Tertiary qualifications in tourism, marketing, commerce or business preferred
- An understanding of Puffing Billy's history and current business desirable.

Key Relationships



PUFFING BILLY RAILWAY

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

Health & Safety

Senior managers have a responsibility to:

- Publish policies and procedures explaining the management approach to OHS and RTW and monitor compliance with these policies.
- Ensure mechanisms are provided for effective OHS consultation with all employees.
- Ensure organisational compliance with OHS and employees compensation legislation and railway safety management systems
- Ensure an effective OHS Management Plan is in place including objectives and targets.
- Ensure appropriate resources and budget allocations for resolving OHS issues including provision of training and equipment and ensuring that they are utilised.
- Monitor OHS performance including compliance with external regulations and standards and internal policy and procedures.
- 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 	<ul style="list-style-type: none"> • Hand/arm movement i.e. stacking, reaching, typing and sorting • Walking on uneven surfaces • Sitting at workstation • Responsibility for the safety of others

Additional Notes

- Some 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, annual 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 Safe Policy and Child Safe Code of Conduct.

Acknowledgment

I declare that I have read and fully understand the content of this Position Description.

Employee

Signed: _____

Date: _____

Approved By:	S O'Brien	Date:	
Last Updated By:	S O'Brien	Date:	



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!