

# Position Description

## MANAGER, VISITOR EXPERIENCE

### ORGANISATION OVERVIEW

Phillip Island Nature Parks (**Nature Parks**) is a leading conservation and ecotourism organisation. Established in 1996 by the State Government of Victoria, the Nature Parks manages over 1,800 hectares of Crown land, which includes 4 major Nature Parks and a variety of coastal reserves, wetlands, and woodlands. Each year the Nature Parks attract over 1.3 million visitors to our five world-class ecotourism attractions: the iconic Penguin Parade, the Antarctic Journey at the Nobbies Centre, Wild Oceans EcoBoat tours, the Koala Conservation Centre and Churchill Island Heritage Farm.

We recognise that many areas we manage hold deep cultural and spiritual significance for Aboriginal people. We acknowledge the Traditional Owners, Elders past and present, the ancestors and their spirits of the land.

We are the largest employer on Phillip Island with over 240 part-time and full-time employees. Our culture promotes a positive and interactive working environment where team members collectively strive for the Nature Parks ongoing success. We believe in nurturing diversity and equal employment opportunities to ensure current and future success.

As a largely self-funded, not-for-profit organisation, the Nature Parks' ecotourism attractions deliver ongoing funding for our environmental, conservation, research, education and social programs, while also providing a significant contribution to the local, regional and state economies.

### PHILLIP ISLAND NATURE PARKS VALUES

**Communication** - open and transparent sharing of information coupled with openness in our decision-making that values sharing ideas and consultation

**Growth and Development** – providing opportunity, embracing new ideas and encouraging personal and professional development

**Leadership and Team Work** – supporting and inspiring one another, the community, environment and our visitors in everything we do.

**Respect and Integrity** – treating people and our environment with fairness and integrity

**Responsibility** – personal ownership of behaviours to create solutions and take action to create a better future for the environment, community and our organisation

**Sustainability** – a commitment to balance environmental, social and economic interests for now and the future

## Mission

To conserve and enhance the Nature Parks environment for current and future generations, achieving a balanced environmental, economic and social outcome.

## Vision

To be a world-recognised place of conservation excellence, providing outstanding and authentic experiences for all.



penguinparade  
phillip island



thenobbies  
phillip island



koalas  
phillip island



churchillisland  
heritage farm & functions

### CODE OF CONDUCT

Nature Parks employees are equally responsible for the success of the organisation. The organisation promises to create an environment in which all staff members can reach their full potential.

To achieve our success all employees promote our culture through conduct which supports our environment, visitors, suppliers, stakeholders and one another.

We achieve this through employees upholding the visions, values of our organisation, conducting work practices in-line with code of conduct and organisational policies and procedures.



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<b>POSITION TITLE</b>	Manager, Visitor Experience
<b>REPORTS TO</b>	Chief Operations Officer - Conservation & Visitor Services
<b>DIRECT REPORTS</b>	5
<b>KEY RELATIONSHIPS</b>	<p><b>Leads:</b></p> <ul style="list-style-type: none"> <li>Visitor Experience, Education and Volunteers</li> </ul> <p><b>Accountable to:</b></p> <ul style="list-style-type: none"> <li>Chief Operations Officer - Conservation &amp; Visitor Services</li> </ul> <p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>State Government, Bass Coast Council, Tourism Industry, Commercial Partners, Community Groups</li> </ul>

### POSITION OVERVIEW

The Manager Visitor Experience is responsible for providing strategic leadership to deliver and grow visitor services outcomes.

The position, together with the management team, is charged with inspiring our employees and sustaining a positive and collegiate workplace culture, developing our employees and instilling the values within a workplace that reflects our vision.

### JOB SPECIFICATION

KEY RESPONSIBILITIES	DUTIES
<b>Leadership</b>	<ul style="list-style-type: none"> <li>Provide dynamic leadership in managing a diverse team [including volunteers] responsible for providing quality visitor experiences across all Nature Parks attractions</li> <li>Demonstrate strong leadership in relation to visitor management within the tourism industry and enhance the reputation of the Nature Parks as a tourism leader</li> <li>Inspire commitment and enthusiasm in employees to undertake new initiatives, develop new skills and improve performance</li> </ul>
<b>Advice</b>	<ul style="list-style-type: none"> <li>Provide strategic advice relating to the development and delivery of various visitor services and volunteer programs</li> </ul>
<b>Strategy</b>	<ul style="list-style-type: none"> <li>Oversee the planning and development of innovative visitor products and programs that enable the achievement of the Nature Parks vision</li> <li>Implement a range of visitor experience strategies including interpretation, education and</li> </ul>



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	volunteers
<b>Financial Management</b>	<ul style="list-style-type: none"> <li>• Ensure that visitor services are not compromised and operational costs are balanced to maximise revenue potential given limited staffing resources</li> <li>• Manage the work unit's budget by undertaking a range of financial activities including monitoring and reporting on income and expenditure, processing purchase orders and invoice requests, issuing receipts, providing input to reviews of fees and charges, and preparing budget submissions</li> </ul>
<b>Visitor Services</b>	<ul style="list-style-type: none"> <li>• Work in close collaboration with the marketing team to enhance the entire '<i>visitor experience cycle</i>', ensuring that the Nature Parks meets visitor needs and expectations pre-visit, during their on-site experience and post-visit</li> <li>• Manage visitor experiences at Nature Parks venues in order to achieve corporate priorities, maintain customer satisfaction levels and meet annual business targets</li> <li>• Ensure that the conservation story of the Nature Parks is effectively communicated to visitors through the provision of professional interpretation and education services</li> <li>• Oversee the delivery of the Duty Manager role for the Penguin Parade experience</li> <li>• Implement a proactive auditing process to measure the quality of visitor experience across the tours and attractions</li> <li>• Manage a comprehensive customer feedback program and undertake continuous improvements for visitor services based on the feedback results</li> <li>• Grow the education student numbers and meet budgeted visitation</li> <li>• Monitor performance and prepare reports on activities to accurately track trend data</li> </ul>
<b>Volunteers</b>	<ul style="list-style-type: none"> <li>• Oversee volunteer management and the operation of volunteer programs</li> <li>• Implement evaluation processes to report on volunteer activity and outcomes</li> </ul>
<b>Workplace Relations and Governance</b>	<ul style="list-style-type: none"> <li>• Foster a positive work environment and collaborative work relationships</li> <li>• Manage a program of risk management, compliance and business continuity to support business objectives</li> <li>• Develop and update relevant policies and procedures</li> <li>• Ensure compliance of policies and procedures by both staff and volunteers</li> </ul>
<b>People Management and Organisation Culture</b>	<ul style="list-style-type: none"> <li>• Personally model the desired behaviours and expectations of a Nature Parks employee</li> <li>• Work with employees and volunteers to develop a culture of continuous improvement and empowerment to achieve effective and efficient operational performance, and encourage and motivate employees to both propose and embrace innovation and change in order to better meet Nature Parks objectives</li> <li>• Improve the skills and capability of our people by evaluating employee performance and identifying ongoing learning and development opportunities</li> <li>• Actively support key activities and initiatives to stop violence against employees through leadership and being proactive in relation to the safety of employees in the workplace</li> <li>• Cultivate a workplace which has a strong emphasis on wellbeing, health and safety</li> <li>• Strengthen the wellbeing, health and safety practices of the Visitor Services areas to ensure</li> </ul>



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the ongoing safety of staff, volunteers and visitors.

In addition to the essential responsibilities and duties listed above, all positions are also responsible for:

- Promoting and respecting the practices of equal opportunity, diversity and equity in all the interactions at Nature Parks, which includes internal and external (visitors, contractors and volunteers) groups
- Meeting organisational standards in relation to quantity and quality of work performed on an ongoing basis in a manner that is in compliance with all of Nature Parks policies and procedures
- Represent and comply with organisational workplace behaviour, code of conduct and uniform attire
- Attending and participating in learning and development activities, meetings and maintaining up to date knowledge of activities and events occurring within the Nature Parks

## KEY RESULT AREAS & OUTCOMES

Key Result Areas	Outcomes
Organisational Leadership	<ul style="list-style-type: none"> <li>• Strong, effective leadership behaviours are demonstrated</li> <li>• Effective performance focused management and development programs are implemented</li> <li>• Equity and safety are promoted in all matters relating to employees</li> <li>• Employee commitment, morale and satisfaction are enhanced</li> <li>• Employee leadership potential is recognised and respected</li> <li>• Learning and development strategies are implemented to provide opportunities for all employees to grow</li> <li>• Succession planning is implemented</li> <li>• Leadership in key activities and initiatives to stop violence against women and men is demonstrated through own behaviours and those of the team</li> </ul>
Stakeholder Management	<ul style="list-style-type: none"> <li>• Active participation in regional tourism development activities</li> <li>• Key partner and other stakeholder relationships are maintained and strengthened</li> <li>• Partnerships with other entities and businesses drive success in our visitor experience outcomes</li> <li>• The standing of the Nature Parks is enhanced</li> </ul>
Quality, Compliance and Risk	<ul style="list-style-type: none"> <li>• High quality standards are maintained in tourism</li> <li>• Risks and compliance obligations are actively evaluated and managed</li> <li>• Quality management and related continuous improvement techniques are actively applied</li> <li>• Key policies and procedures are documented</li> </ul>
Business Planning and Implementation	<ul style="list-style-type: none"> <li>• Appropriate business strategies, plans and budgets are developed and implemented</li> <li>• Approved strategic and operational objectives are articulated, aligned and communicated with the teams</li> </ul>
Financial Viability and Stability	<ul style="list-style-type: none"> <li>• Performance is monitored against plans and corrective action initiated as appropriate</li> <li>• Financial targets are achieved and stability maintained</li> </ul>



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<b>Business Management</b>	<ul style="list-style-type: none"> <li>• Key targets are achieved</li> <li>• Resources are allocated appropriately</li> <li>• Customer service/satisfaction is improved efficiently and effectively</li> </ul>
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### WORKING AND ENVIRONMENT CONDITIONS

- Working location is based on Phillip Island with some travel to Melbourne and regionally. It is highly desirable that the successful candidate will reside in the Phillip Island or broader Bass Coast area

### QUALIFICATIONS AND ATTRIBUTES

	Essential	Desirable
<b>QUALIFICATIONS/ CERTIFICATES</b>	<ul style="list-style-type: none"> <li>• Tertiary qualifications in a related field such as tourism, recreation, interpretation / education or park management</li> <li>• National Police Check</li> </ul>	<ul style="list-style-type: none"> <li>• Post tertiary qualifications in a relevant field such as business management</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Significant achievement as the leader of high performing teams</li> <li>• Experience at a senior level in visitor operations</li> <li>• Leadership and management in a nature-based or eco-tourism operation</li> <li>• Financial management experience</li> <li>• Success in establishing and maintaining strong working relationships with staff, volunteers and stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in working with indigenous communities</li> <li>• Experience in community engagement</li> </ul>
<b>KNOWLEDGE AND SKILLS</b>	<ul style="list-style-type: none"> <li>• Ability to develop and deliver high quality visitor experiences</li> <li>• Knowledge of effective interpretation techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of working with traditional landowners</li> <li>• Understanding of the diverse needs of Nature Parks visitors including cultural groups</li> <li>• Sound understanding of key conservation and environmental issues facing Australia</li> </ul>
<b>PERSONAL ATTRIBUTES</b>	<ul style="list-style-type: none"> <li>• High-level personal leadership and the modelling of desired behaviours</li> <li>• Ability to listen to the views of others, take on feedback and respond effectively</li> <li>• Ability to motivate a diverse workforce</li> </ul>	<ul style="list-style-type: none"> <li>• Personal affinity with Phillip Island</li> <li>• Personal affinity with conservation &amp; environment</li> </ul>



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	<ul style="list-style-type: none"><li>• Ability to drive innovation and lead change management</li><li>• Dynamism, energy, vision and empathy, together with an ability to build consensus around key directions and proposals</li><li>• Capacity to develop strong working relationships</li><li>• Personal behaviour is underpinned by ethics, honesty, inclusiveness and transparency in business and related dealings</li></ul>	
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### AGREEMENT

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 restriction that would affect my ability or capacity to undertake these duties in a safe manner

**Name:**

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**Signature:**

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**Date:**

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