

## Position Description -

### Position details

Position title	Visitor Experience Manager
Site	SAM - 530 Wyndham Street , Shepparton, VIC 3630, Australia
Team/department	
Employment status	Full time
How many hours?	38
Employment type	Permanent

### Reporting relationships

Reports to	Nicole Whatman - Finance and HR Administrator
Review managed by	Andrew Gooley - Director of Business

### Position purpose

Position purpose	<p>The Visitor Experience Manager is responsible for leading the Visitor Services and SAM Retail Shop operations to deliver an engaging, welcoming and informative experience for visitors to the Shepparton Art Museum.</p> <p>The role includes daily oversight of retail operations and ensuring visitors receive relevant and timely information to support an exceptional customer experience.</p> <p>The role is directly responsible for two key elements of the visitor experience: delivering the SAM Retail Strategy through the development of the SAM Shop, and managing SAM's Visitor Services and Volunteer teams to ensure high-quality customer experiences.</p> <p>As a key component of Business Services, and working closely with the Finance and HR Administrator and the Director of Business, this is a multi-tasking role within a flexible team environment that supports the strategic direction of SAM's Senior Team. The role has a dual focus on supporting excellence in both retail and visitor experience, while also providing administrative support and coordinating staff and volunteer</p>
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rosters to ensure the successful delivery of SAM's daily frontline operations.

The intention of this position description is to provide an overview of the role with specific key deliverables to be further described in a concise workplan in line with Business Services objectives.

## Accountabilities and key performance indicators (KPIs)

Accountability  
Staff Management

KPIs

- Create and maintain rosters for Visitor Hosts and Volunteers within the budgeted hours for the fortnight
- Review and approve fortnightly timesheets for part time and casual staff for payroll
- Participate in the recruitment of new staff
- Provide and participate in regular staff training, including delivering the induction program for new team members.
- Manage non or under performance matters in a timely manner
- Maintain and encourage a positive workplace culture
- Manage the placement and rotation of team members whilst on duty to maximise engagement and provide variety
- Promote the volunteer program that increases SAM's capacity at front-of-house, events and programs and other core business activities with the support of the Finance and HR Administrator
- Supervise Volunteer development administration and rostering
- Provide training and support to volunteers
- Support the SAM Shop strategy by providing input on retail planning and coordinating with curators to ensure merchandise reflects and complements upcoming exhibitions
- Deliver against SAM Shop budget expectations as outlined in specific workplan documentation
- Oversee the photography of SAM Shop sock for sales promotions
- Conduct regular reviews of POS software options and provide ongoing training to staff on Lightspeed procedures
- Ensure all staff are trained appropriately to handle opening and end of day banking procedures.
- Engage with FOH staff to refresh shop displays on a regular basis, maximising Tuesdays whilst museum is closed
- Raise purchase orders, manage stock controls and consignment agreements with artists in line with Business Services practices and

Volunteer Management

Retail Shop

## Accountability

## KPIs

procedures

- Monitor monthly sales and expenditure against budget, reporting to Finance & HR Administrator

## Visitor Experience

- Conduct 6 monthly stock takes and report to Business Services team

- Lead, train, and supervise all Visitor Hosts to ensure a warm and welcoming visitor experience

- Report on visitor experience. Identify and provide solutions to visitor concerns and communicate with Director of Business.

- Provide quality customer service to internal and external customers and respond to various requests for assistance.

- Resolve issues with visitors that pose a risk to artwork, facilities, visitors or team members

- Provide weekly news to the business services team and Visitor Hosts

- Collect, collate data, and prepare monthly reports

- Identify and monitor processes for continuous improvement within Business Service Team

- Advise Finance & HR Administrator about emerging issues within the team that may require specialist support for the Retail, Visitor Experience and Volunteer teams

- Prepare and update Visitor Host training and general use manuals

- Prepare and update Visitor Host information packs and folders

- Provide appropriate communication for new exhibitions and provide training to all staff

- Manage the day-to-day building maintenance activities affecting service delivery to Front of House and customer experience

- Maintain facilities maintenance log and complete follow up procedures with Greater Shepparton City Council Facilities Coordinator

## General Administration

- Take reasonable care for own safety and that of others at work

- Follow instructions from managers and supervisors to protect personal health and safety and that of others

- Ensure a safe workplace is maintained in both internal and external environments through communication and implementation of OH&S Legislation, and SAM OH&S Policies and Procedures

- Active participation in OH&S training and support activities taken by the organisation to comply with OH&S legislation

- Use safety devices and PPE correctly and when required

- Ensure hazards, incidents, near misses and

## Facilities Administration

## Work Health and Safety

Accountability

KPIs

- injuries are reported immediately
- Compliance with Health and Safety guidelines, ensuring all emergency and evacuation procedures, training records and venue checking procedures are adhered to

## Position dimensions

Revenue	\$ SAM Shop sales budget – Refer to workplan .00
Financial delegation	\$ TBA.00
CAPEX/OPEX	\$ TBA.00
Number of direct reports	Part time staff, Casual Staff & Volunteers

## Key internal and external stakeholders

Stakeholder	Purpose of communication
Lead Visitor Hosts	Provide support and guidance for daily operations
Visitor Hosts	Support casual, part time and volunteer Visitor Hosts and provide guidance for daily operations
Finance and HR Administrator	Work in collaboration with the Finance and HR Administrator to execute all responsibilities under direction from Director of Business
Business Services	Participate in meetings, share information, and provide input on issues
Engagement Team	Participate in education and public programs, share information, and provide input
Exhibitions and Collections	Support curatorial vision and provide support for exhibitions
Visitors to SAM	Program delivery, evaluation, feedback
Council Maintenance Team	Work in conjunction with Facilities and Building Maintenance Coordinator at Council to provide the Council team with maintenance issues as they arise
SAM Precinct Tenants	Work cooperatively when there are events and communicate respectfully

## Selection criteria

Qualifications

- Hold a current Working with Children Check (or willing to obtain one)
- Hold a current First Aid certificate (or willing to obtain one)

Experience

- Demonstrated experience using Better Impact software for volunteer and staff management.
- Coordinated and supervised staff and volunteers to support effective service delivery
- Strong interpersonal and communication skills, with a proven ability to develop and maintain effective relationships with a diverse range of stakeholders.
- Demonstrated personal commitment to the delivery of high-quality customer service.
- Strong customer-focused interpersonal skills, with a demonstrated enjoyment of engaging with visitors.

Capabilities

- Excellent planning and organisational skills to achieve specific and set objectives with efficiency
- Willing and flexible to work weekends and evenings on occasion as required
- Excellent negotiation and problem-solving skills
- Well-developed interpersonal skills with the ability to manage staff without conflict and work unsupervised and as part of a multi-disciplinary team.

- Ability to solve problems, using procedures and guidelines and the application of professional or technical knowledge or knowledge acquired through previous experience.
- Strong written and verbal communication skills and ability to liaise with a wide range of stakeholders.
- Demonstrated interpersonal skills to contribute to the resolution of problems ensuring an efficient and harmonious teamwork environment.
- An ability to work with a diverse client, customer, team, and supplier base.
- Understanding of SAM's overall objectives, in particular relating to visitor participation and development
- Ability to work in a fast-paced environment, balance workloads, and prioritise tasks
- Ability to manage situations that arise and knowing when to escalate
- Ability to meet physical demands of role whilst observing OH&S requirements
- Highly organised with a flexible approach when dealing with competing priorities
- Computer Literacy including POS, Excel, EFTPOS, and familiar with online sales systems