



## SHIRE OF SHARK BAY

Centre Manager – Shark Bay World  
Heritage Discovery & Visitors Centre

### POSITION DESCRIPTION

#### 1. Position Identification

<b>POSITION TITLE</b>	Centre Manager
<b>DEPARTMENT</b>	Community Development
<b>REPORTS TO</b>	Executive Manager Community Development
<b>CONTRACT</b>	3 years
<b>LAST UPDATED</b>	March 2023

#### 2. Certification

The details contained in this document are an accurate statement of the position's responsibilities and requirements.

..... Dale Chapman - Chief Executive Officer	Date: 26/3/2023
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#### 3. Position Summary

This role is responsible for the daily operations of the Shark Bay World Heritage Discovery and Visitor Centre (museum, art gallery, theatre, tour/accommodation booking agent and retail store), under the broad direction of the Executive Manager Community Development.

This role is also responsible for assisting the Executive Manager Community Development with economic development and strategic and operational tourism.

#### **4. Position Objectives/Key result areas**

##### ***a. Management and administration***

- Ensure the provision of exceptional visitor and customer services by
  - Managing the day-to-day operations of the SBDC, maintaining Visitor Centre accreditation standards and facility management
  - Effective supervision and leadership of staff
  - Efficient management of financial and budgetary outcomes, in-line with Shire policies and procedures
  - Effective management of SBDC administration systems including regular reviews to ensure efficiency
  - Assisting with the recruitment of new staff as required
- Build staff capacity through;
  - Induction and orientation of new staff
  - Regular staff meetings and ensure staff are well informed of day-to-day operations and are up to date with any changes or new information
  - Develop and implement staff rosters
  - Identify, within budget, any required staff training or professional development
  - Conduct staff performance appraisals in a timely manner
- Produce high quality reports as required (eg Council Information Bulletin)
- Ensure Occupational Safety and Health (OSH) policies and procedures are followed at all times
- Implement the Shire's Merchandise Policy, ordering merchandise and complete bi/annual stocktake
- Liaison representative for Museum WA Loan Agreement  
Implement the Shire's Art Gallery Policy for local and travelling art exhibits and associated venue hire procedures

##### ***b. Marketing and Business Development***

- Develop and implement sales strategies, including reviews of retail merchandise and opportunities to value-add
- Maintain and create up to date promotional strategies for the Centre's web page and social media platforms
- Establish and expand industry networks and alliances
- Ensure a professional, proactive and creative image is embraced and projected

##### ***c. Economic Development and Tourism***

- Assist the Executive Manager Community Development to identify and facilitate growth opportunities as well as planning, developing and implementing strategies, programs and projects to encourage and increase the economic and social benefits of the region. Examples include
  - Support for the Shark Bay Business and Tourism Association
  - Assisting with media and marketing campaigns
  - Development or review of economic prospectus and similar documents
  - Identify and apply for grants where required

## 5. Occupational Safety and Health

Comply with the Shire's OSH Policy and other Shire OSH policies and procedures and legislation relevant to role and responsibilities.

- Observe safe work practices and operating procedures
- Report any hazards, incidents or near misses in accordance with safety and health requirements.

## 6. Organisational Relationships

**Reports to:** Executive Manager Community Development

**Supervision:** SBDC Team Leader  
SBDC staff

**Internal:** All Shire staff

**External** Shark Bay Business and Tourism Association  
Tourism stakeholders  
Shark Bay community

## 7. Extent of Authority

Freedom to act is limited by statutes, standards and the Shire of Shark Bay policies and procedures.

## 8. Position Requirements

### a. Essential

- Diploma level qualifications with experience in a tourism related field
- Highly developed management, coordination, planning and administration skills
- Strong team management skills including the ability to lead and motivate others
- Highly developed communication and problem-solving skills
- A demonstrated strong background in customer service, sales and marketing
- Demonstrated experience in tourism and product/service promotions
- Demonstrated experience retail, merchandise buying and selling and store layout
- Sound financial management skills, including preparation and monitoring of budgets
- High level computer literacy including competency in managing on-line promotions, social media and customer sales and service
- Experience with social media, e-marketing and database management
- Experience in grant application and report writing
- Flexibility to work / on call during weekend operating hours

**b. Desirable**

- Previous experience in a local government context
- Experience with Bookeasy booking systems and Lightspeed point of sale
- Established networks within the tourism industry
- Event planning and implementation
- Project management skills