



SHIRE OF SHARK BAY

**SHARK BAY WORLD HERITAGE DISCOVERY
AND VISITOR CENTRE
Co-ordinator Position
Information Pack**



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SHARK BAY WORLD HERITAGE DISCOVERY & VISITOR CENTRE

Co-Ordinator Position

About Us:

Shark Bay is a growing tourist area on the pristine Coral Coast of Western Australia, approximately 830 kilometres from Perth. It is one of three World Heritage listed areas in WA and is famous for many attractions, including the internationally renowned Dolphins at Monkey Mia.

About the role:

The Discovery and Visitor Centre comprises a museum, gallery, theatre, retail, booking and information service. The Shire is seeking to appoint an experienced professional with a proven track record managing and administering a similar service, who can lead, motivate and capacity build the small team that operate within that facility. The role reports directly to the Executive Manager Community Development, and also provides assistance to that role for economic development and strategic and operational tourism.

The position is offered as a three-year contract, with an attractive remuneration package valued at up to \$80,700 per annum, comprising a cash component of \$60,000 plus superannuation, subsidized housing and utility allowances. Assistance with relocation costs may also be available.

The Shire of Shark Bay promotes a workplace that actively seeks to include, welcome and value the unique contributions of all people. We encourage applications from all suitable candidates regardless of abilities, age, culture, and gender.

How to Apply:

Written applications including your current Resume and a covering letter that shows how you met the position requirements should be sent to: admin@sharkbay.wa.gov.au and/or addressed to the Chief Executive Officer, Shire of Shark Bay, PO Box 126, Denham WA 6537.

Further information about the position is available by visiting our website www.sharkbay.wa.gov.au or by contacting Deb Wilkes, Executive Manager Community Development on (08) 9948 1218.

Applications Close: 4.00pm Tuesday 27 April 2021



SHIRE OF SHARK BAY

Centre Coordinator

POSITION DESCRIPTION

1. Position Identification

POSITION TITLE	Centre Coordinator
DEPARTMENT	Community Development
REPORTS TO	Executive Manager Community Development
CONTRACT	3 years
LAST UPDATED	April 2021

2. Certification

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

Paul Anderson

Chief Executive Officer

Date: 7 April 2021

3. Position Summary

This role is responsible for the daily operations of the Shark Bay World Heritage Discovery and Visitor Centre, 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
 - Effective supervision and leadership of staff and volunteers

- 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
- Build staff capacity through
 - 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, and allocate provision for, any required staff and volunteer training or professional development
 - Conduct staff performance appraisals in a timely manner
- Produce high quality reports as required (eg monthly update for Council)
- Ensure Occupational Safety and Health (OSH) policies and procedures are followed at all times.

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 Centres 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 and volunteers

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

b. Desirable

- Previous experience in a local government context
- Experience with Bookeasy, Vend and Fair Harbour booking systems
- Established networks within the tourism industry
- Event planning and implementation
- Project management skills

APPLICANT NOTES

Preparing your application

Applicants who demonstrate they meet the requirements for the position, and who from their written applications appear to be competent, will be considered for an interview.

To enable a valid assessment of your application, it must include the following information.

Resume (Curriculum Vitae) comprising of:

- Personal details – Name, address, telephone and email
- Education and training achievements
- Your work history, including employment dates and details of the duties and your work-related achievements
- Any activities achieved outside of work that you consider are relevant to the position

Other documents

It is recommended that only copies of supporting documents be enclosed with your application so as to avoid loss or damage.

The successful applicant will be required to obtain a current Police Clearance.

Referees

Applicants should provide the names and contact details of at least two (2) work-related referees. The most valuable referees will be those who can comment on your work experience relevant to this position.

Late applications

Late applications will not be received unless permission has been sought from the Chief Executive Officer.

Interviews

Interviews will be conducted either face-to-face or where necessary by telephone link-up.

Salary Package*

Cash component	\$ 60,000
Superannuation 9.5%	\$ 5,700
Housing Subsidy	\$ 13,000
Utilities subsidy	\$ 1,250
Telephone & Internet	\$ 750
Total Package	\$80,700*

Employee contribution of 5% superannuation will attract additional 3% from the Shire.

*this is the maximum package available. If a component is not required/applicable the Shire is under no obligation to compensate by increasing any other component.

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