



POSITION DESCRIPTION

Visitor Services Team Leader

Incumbent:	Vacant
Department:	Creative Communities
Reports to:	Visual Arts Coordinator
Supervises/manages:	Front of House Staff & Volunteers
Employment Status:	Permanent Full Time (1 EFT)
Award Classification:	Band 4
Prepared by:	Human Resources Lead
Approved by:	Chief Executive Officer

Position Summary

The Visitor Services Team Leader is responsible for the day-to-day coordination of front-of-house operations and retail services within the Ararat Arts Precinct, comprising the Ararat & Grampians Visitor Information Centre, Ararat Gallery TAMA (Textile Art Museum Australia), and the Ararat Town Hall.

The position provides high-quality customer service, accurate visitor information, and efficient administrative support across all three services. The role organises and supports front-of-house staff and volunteers to ensure a welcoming, professional and informative experience for all visitors.

The position undertakes routine administrative and financial processes associated with bookings, ticketing, retail operations and general precinct administration, in accordance with Council policies and procedures.

Key Responsibilities

Front of House & Retail Operations

- Coordinate the daily operations of the customer service desk and retail shop.
- Provide accurate information regarding local tourism, exhibitions, programs and events across the Arts Precinct.
- Support the delivery of Town Hall ticket sales and event enquiries.
- Assist and guide front-of-house staff and volunteers to deliver consistent and professional customer service.
- Ensure staff and volunteers have access to current information, procedures and systems required to perform their duties.
- Maintain presentation standards, ensuring the precinct is clean, safe and welcoming at all times.
- Support retail operations, including stock monitoring, merchandising and adherence to retail procedures.
- Liaise with regional tourism bodies to ensure accurate promotional information is available and current.
- Promote and support volunteer engagement at the front-of-house.
- Monitor visitor and staff safety and report any risks, incidents or maintenance issues to the coordinator.
- Create a positive work culture and environment where staff can be their best and help motivate the team to achieve high service standards.

Administration & Systems

- Prepare and process routine quotes, bookings, confirmations and ticketing transactions.
- Undertake procurement processes in line with Council policy.
- Process invoices and assist with financial reconciliations and account preparation.



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- Maintain accurate records and data entry across relevant Council systems.
- Coordinate staff rosters, familiarisation activities and assist with organising training.
- Assist in preparing meeting agendas and recording minutes as required.
- Update and maintain digital content platforms and visitor information systems.
- Maintain VTIC Accreditation level, ensuring staff are aware of issues, procedures and practices.
- Act as the first point of escalation for routine customer enquiries and complaints, referring matters where required.
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- Maintain a team culture that ensures prompt, consistent, accurate and friendly service to customers and which supports the operations of other Council departments.
- Maintain a high level of knowledge of Council's systems and processes.
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- Ensure compliance with Council's Risk Management Policy, Risk Management Framework and OH&S Policy.
- Observe all policies and procedures of Council.
- Any other duties as required within the scope of the position.

Accountability & Extent of Authority

- Work is performed under general supervision in accordance with established policies, procedures, and guidelines.
- Responsible for the quality and accuracy of their own work and for coordinating the day-to-day work of front-of-house staff and volunteers.
- Authority is limited to routine operational decisions and the provision of advice based on established procedures.
- Financial accountability is limited to processing transactions, reconciliations and documentation in accordance with Council requirements.
- Issues outside of established practices or policy are referred to the appropriate supervisor.

Judgement & Decision Making

- Work objectives are clearly defined.
- The position applies established procedures, guidelines and prior experience to resolve routine operational matters.
- Problems are generally solved by reference to documented procedures, precedents or guidance from supervisors.
- Guidance and support are always available.
- Initiative is exercised within defined limits.

Specialist Knowledge & Skills

- Sound knowledge of customer service principles and administrative practices.
- Experience in cash handling, point-of-sale systems and reconciliations.
- Ability to accurately process bookings, invoices and financial documentation.
- Proficiency in Microsoft Office applications and database systems.
- Ability to manage competing priorities within established timeframes.

Management Skills

- Ability to organise and support the daily work of front-of-house staff and volunteers.
- Ability to provide on-the-job guidance and training in routine procedures.
- Effective organisational and time management skills.
- Ability to work independently within established frameworks and as part of a team.



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Interpersonal Skills

- Well-developed verbal and written communication skills.
- Demonstrated ability to provide professional and courteous customer service.
- Ability to work collaboratively with staff, volunteers, community members and external stakeholders.
- Capacity to resolve routine customer concerns calmly and professionally.
- Team-oriented and prepared to share and contribute to team objectives.

Qualifications & Experience

- Certificate III in Business Administration, Tourism or a related field, or demonstrated experience in a similar customer service environment.
- Experience in cash handling, retail operations and daily reconciliations.
- Experience in invoice preparation and processing.
- Competency in the use of office software and database systems.
- Level 2 First Aid Certificate (or willingness to obtain).
- Competency in emergency procedures and fire equipment (or willingness to undertake training).
- Experience in arts, tourism, events, or local government environments (desirable).

Approval

	Signed	Date
Acknowledged by Employee		
Approved by the HR Lead		
Approved by the Chief Executive Officer		