

VISITOR SERVICES TEAM LEADER

POSITION NO: 1474
CLASSIFICATION: Band 5
OCCUPANT:
DATE: July 2026

POSITION CONTEXT & OBJECTIVE(S):

This role will provide leadership to the Visitor Services Officers, who provide a range of visitor services based at Flagstaff Hill Maritime Village Tourism precinct, including ticket sales of FSH products and services and retail shop assistance. The unit aims to deliver exceptional visitor experiences that encourage longer stays, repeat visitation and contribute to the economic and social wellbeing of the Warrnambool region.

Visitor Services Officers also support the operation of Flagstaff Hill through a range of roles that facilitate the efficient operation and servicing of guest's needs within the Precinct. Staff are provided with suitable training and support to develop their skills across the precinct and support operational requirements.

The Visitor Services Team Leaders operate across a seven-day roster to ensure exceptional customer service is maintained and sales targets are achieved. Two Team Leaders will each work 0.8 FTE, with one shared overlap day to support operational continuity and team collaboration.

Visitor Services Officers provide welcoming, professional service that encourages longer stays and repeat visitation.

KEY RESPONSIBILITIES AND DUTIES:

Visitor Services Team Supervision

- Lead, coach and develop staff and volunteers to deliver exceptional customer service through ongoing training, mentoring and continuous improvement in a dynamic tourism environment. Develop, maintain and deliver operational procedures, training materials and supporting documentation.
- Ensure adequate and suitable staff and volunteers are rostered and rosters are maintained in accordance with guiding WCC policies and procedures
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Reception – Gift Shop – Information Centre

- Provide outstanding customer service by delivering friendly, professional and accurate information, creating memorable visitor experiences.
- Coordinate the delivery of administrative functions including ticket sales, bookings, gift shop operations, banking, procurement, financial reporting and records management in accordance with Council policies and procedures.
- Attend to Flagstaff Hill Maritime Village precinct procedures including the use of point-of-sale system, cash handling, end of day reconciliation, and general housekeeping.
- To complete tasks including, but not limited to, the opening and closing the Reception/Visitor Information Centre, visitor bookings and enquiries, retail merchandising, group bookings, social events and membership program.
- Manage the retail operations of the Gift Shop, including merchandising, presentation of retail spaces and maintaining appropriate stock levels.
- Promote Flagstaff Hill Maritime Village, Warrnambool and the wider region through knowledgeable recommendations on attractions, accommodation, events, dining and visitor experiences.
- Respond to telephone, online and face-to-face enquiries, maximising opportunities to convert enquiries into bookings, retail sales and positive visitor experiences. Cash handling including EFTPOS and other forms of payment processing is required.
- Deliver engaging tours and presentations that showcase the history of Flagstaff Hill Maritime Village and promote Warrnambool as a premier visitor destination.
- Assist guests with general historical enquiries by directing them to the appropriate source of information.

Group Bookings / Functions / Events

- Support education bookings by providing accurate information, coordinating bookings and ensuring a high-quality visitor experience.
- Provide administration for Flagstaff Hill group bookings, including functions and celebrations, by responding to enquiries, coordinating bookings, supporting product and service delivery, and providing post-visit service.

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VISITOR SERVICES TEAM LEADER

- Provide financial reporting, procurement, record management and general administrative duties.
- Support the delivery and administration of events and functions across the Flagstaff Hill precinct, including off-site events where required.

General

- To open and close exhibit areas as and when required.
- Assist with the care and feeding of animals located within the village as required.
- Provide timely and accurate support to the FSH Sales and Marketing Coordinator, and the Manager City Activation as directed.

KEY SELECTION CRITERIA:

Applicants should address the following in their applications

1. Strong verbal and written communication skills with experience of public front of house.
2. Demonstrated experience in sales, customer service, retail operations, merchandising, public speaking and promoting a tourism destination or visitor attraction.
3. Demonstrated proficiency using Microsoft Office applications, email and point-of-sale systems.
4. Knowledge of the Warrnambool region, tourism products, local history, heritage and visitor experiences, with the ability to confidently promote destinations and encourage longer visitor stays.
5. Demonstrated administrative, customer service and financial administration skills within an office environment.

The qualifications, skills and experience outlined in this position description are ideals to which the occupant will aspire. Unless specifically stated, they are not absolutely essential.

GENERAL EMPLOYMENT PROBITY CHECKS:

The incumbent must have and maintain a current Fit2Work Check (Police Records):

☒ YES

The incumbent must have and maintain a current Working with Children Check:

☒ YES

ORGANISATIONAL RELATIONSHIPS:

Reports to:	FSH Sales & Marketing Coordinator
Supervises:	Visitor Services Officers & Volunteers
Internal Contacts:	All Warrnambool City Council Staff
External Contacts:	Customers/ tourists, relevant suppliers of goods and services, user communities, local tourist operators and general public.

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

- Accountable for the accuracy of ticketing, retail operations, financial transactions, cash handling and associated records, ensuring compliance with Council policies, procedures and the operational guidelines of the Flagstaff Hill precinct.
- To be accountable for advice given to the public as accuracy and consistency is essential.

JUDGEMENT AND DECISION MAKING:

- Exercise sound judgement when responding to visitor enquiries, operational issues and customer concerns within established policies and procedures.
- Make routine operational decisions independently and refer complex matters to the Sales & Marketing Coordinator where appropriate.
- Balance visitor expectations with operational requirements to achieve positive visitor outcomes.
- Guidance and support are available from senior staff when required.

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SPECIALIST KNOWLEDGE AND SKILLS:

- Demonstrated knowledge of visitor services, customer service, retail operations and tourism products.
- Ability to confidently promote Flagstaff Hill Maritime Village, Warrnambool and the wider region to enhance the visitor experience and encourage longer stays.
- Proficient computer skills including Microsoft Office, email and point-of-sale systems.
- Capacity to manage difficult situations professionally and resolve customer concerns with discretion.

MANAGEMENT SKILLS:

- An ability to work efficiently and effectively and at times with minimal supervision.
- Basic skills in managing time and planning and organising one's own work to achieve specific and set objectives in the most efficient way within the set timeframe.
- Able to effectively communicate and assist other employees by providing guidance, advice and training on routine matters.

INTERPERSONAL SKILLS:

- Effective communication skills with an ability to liaise with visitors, public and internal employees.
- Promote a professional and welcoming image of Flagstaff Hill Maritime Village and Warrnambool through positive interactions with visitors, stakeholders and the community.
- Excellent telephone manner.
- Intermediate written and verbal communication skills with a level of confidence speaking in large groups.
- Ability to work as a part of a team.

QUALIFICATIONS AND EXPERIENCE:

- Previous experience in visitor services, customer service, retail or hospitality is essential.
- Leadership or supervisory experience is highly desirable.
- Experience in tourism, visitor attractions, museums or heritage settings is desirable.
- Experience delivering presentations, guided tours or public speaking is advantageous.
- A relevant qualification in tourism, business, hospitality or a related field would be well regarded.
- A background in sales, marketing and retail (desirable).

TERMS AND CONDITIONS OF EMPLOYMENT:

The Terms and Conditions in this Position Description are to be read in conjunction with Warrnambool City Councils Enterprise Agreement.

AGREEMENT:

I accept and agree to the duties in this Position Description. I understand that this Position Description is to be read in conjunction with Warrnambool City Councils Enterprise Agreement, and I agree to abide by the terms and conditions stipulated therein.

Name:	
Signature:	
Date:	