ROLE DESCRIPTION

ROLE TITLE: Visitor Engagement Officer (Casual)

CLASSIFICATION: ASO2

ROLE NUMBER: P65278

AGENCY: Department of the Premier and Cabinet

DIVISION: South Australian Museum

BUSINESS UNIT: Public Engagement

REPORTS TO: Visitor & Member Services Manager

ROLES REPORTING TO THIS ROLE: nil

BUDGET: nil

ROLE PURPOSE:

The Visitor Engagement Officer (VEO) is a key member of the Museum's front-facing team, responsible for creating exceptional first impressions and ensuring every visitor feels welcome, informed, and inspired. VEOs work under the direction of the Visitor & Member Services Manager to proactively engage with diverse audiences to connect them with the Museum's outstanding collections and research, helping to fascinate, educate, and inspire people to understand our past, engage with the present, and shape the future.

As a first point of contact within the Museum, VEOs provide accurate information and assistance in-person, online, and through digital platforms. They support a visitor journey by facilitating enquiries, ticketing and point of sale transactions, hosting programs, greeting and gallery invigilation. Through both formal and informal interactions, VEOs ensure visitors enjoy meaningful, safe and memorable experiences while engaging with the South Australian Museum.

Working closely with the wider Public Engagement team, the role also supports the delivery of public programs and events, ensuring the Museum's collections, research, and expertise are shared with audiences in ways that fascinate, educate and inspire people to understand our past, engage with the present and shape the future.

KEY OUTCOMES OF ROLE

1. Deliver high-quality visitor experiences by engaging with diverse audiences, providing accurate information, and ensuring all interactions are inclusive, respectful and aligned with the Museum's values.
2. Respond to visitor enquiries across all channels, in person, by phone, email or digital platforms, providing accurate, timely, and helpful information that supports inclusive, accessible, and welcoming experiences for all visitors and Museum stakeholders.
3. Contribute to the smooth operations of front-of-house services through ticket sales, membership processing, point-of-sale transactions, and supporting operational needs such as event setup/pack-down, and maintaining clean and welcoming spaces.
4. Provide accurate and current information about the Museum's collections, exhibitions, and programs, and supporting evaluation activities through the distribution of surveys, collection of visitor feedback, and contribution to visitor research.
5. Assist the Public Engagement team in program and event delivery, including administrative support, on-site and off-site activities, and participation in after-hours events as required and directed.

KEY RELATIONSHIPS / INTERACTIONS:

- Museum staff, contractors, and volunteers, particularly the Visitor Engagement Supervisor and the Visitor & Member Services Manager.
- Visiting audiences of all ages and backgrounds, including children, families, visitors with disabilities, and visitors from culturally or linguistically diverse communities.

SPECIAL CONDITIONS:

Applicants will be required to undergo the appropriate and relevant Employment Screening Assessment(s) required for this role in line with the DPC Employment Screening Policy.

- This role requires (please select those relevant for the role):
  - ☒ National Police Check (required for all roles)
  - ☒ Working with Children Check
  - ☐ Security Clearance (including Baseline, Negative Vetting Level 1, Negative Vetting Level 2, Positive Vetting)
- The Incumbent will be required to participate in the department's Performance Management Program.
- The Incumbent may be assigned to another position at this remuneration level or equivalent.
- The Incumbent will be required to work as part of a 7 day roster including weekends & public holidays.

KEY SELECTION CRITERIA:

- Excellent interpersonal and communication skills, with the ability to engage effectively and professionally in person, by phone, email and other digital platforms.
- Proven customer service experience, ideally in a cultural institution, with the ability to create inclusive, positive experiences and adapt communication to diverse audiences.
- Experience using digital and point-of-sale systems, with sound information technology literacy including databases, booking systems and Microsoft Office.
- Attention to detail and accuracy in performing administrative tasks such as ticketing, membership processing, and handling visitor enquiries.
- Capacity to work independently, taking initiative, solving problems, and managing time effectively, while following established procedures and standards.
- Commitment to inclusivity and accessibility, demonstrating respect for all visitors and an ability to contribute to programs that engage with culturally diverse communities, and visitors of all abilities.

SOUTH AUSTRALIAN PUBLIC SECTOR PURPOSE

- Making a difference so South Australia thrives

SOUTH AUSTRALIAN PUBLIC SECTOR VALUES

- Trust
- Service
- Professionalism
- Respect
- Collaboration and Engagement
- Honesty and Integrity
- Courage and Tenacity
- Sustainability

CORPORATE RESPONSIBILITIES

Incumbents are responsible for:

- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Maintaining a commitment to the *Public Sector Act 2009*, The Code of Ethics for the South Australian Public Sector, and the legislative requirements of the *Public Sector Act 2009* and *Work Health and Safety Act 2012*.
- Creating and maintaining a diverse, accessible, inclusive and culturally safe workplace to enable us to reflect our community.
- At all times acting in a manner that is non-threatening, courteous, respectful, and consistent with DPC's accreditation as a White Ribbon workplace.
- Demonstrating a genuine commitment to Reconciliation, and the achievement of Reconciliation Action Plan outcomes.

CORE COMPETENCIES & ASSOCIATED BEHAVIOURS EXPECTED AT THIS CLASSIFICATION

Understands the Big Picture

- ☒ Recognises how they contribute to the big picture
- ☐ Understands and supports business objectives
- ☒ Adapts to a changing environment
- ☒ Demonstrates an awareness and solves everyday problems that may impact on own designated work tasks
- ☐ Is aware of both internal and external factors and influences that may affect own work outcomes

Achieves Results

- ☒ Makes effective use of own capabilities
- ☒ Monitors and evaluates available information correctly to deliver the best results
- ☐ Understands how work practices are governed by Public Sector legislation, regulations and policies
- ☒ Is responsive and completes tasks within set timelines
- ☐ Contributes own expertise to achieve outcomes for the business unit

Embraces Business Excellence

- ☒ Displays a 'can do' attitude and is open to change
- ☒ Understands and analyses what information is important and how it should be used.
- ☐ Is responsive to learning opportunities and works towards agreed performance standards. Takes positive action following constructive feedback
- ☒ Committed to delivery of strong customer service by understanding needs
- ☐ Provides support to effective financial monitoring, and adheres to procurement and contract procedures

Develops Positive Working Relationships

- ☐ Listens to and considers different ideas and discusses issues with consideration and care.
- ☒ Acts sensitively and constructively in conflict situations to prevent escalating the problem.
- ☐ Shares information and contributes to team discussions
- ☒ Builds and sustains positive relationships with team members, stakeholders and clients
- ☒ Communicates messages clearly and concisely

Understands the Need for Professionalism

- ☒ Adopts behaviour consistent with the principles, values and ethics of the organisation
- ☒ Provides accurate advice and acknowledges mistakes and learns from them
- ☒ Works as directed to achieve objectives in difficult circumstances remaining positive and responding in a calm manner
- ☐ Seeks feedback from others. Is aware of how behaviour impacts on others. Seeks self development opportunities
- ☒ Understands, values and responds to diversity and treats people with respect and courtesy
- ☒ Maintains safe work practices and wellbeing of self and others