

# Role Description

## (Manager)



**Our purpose – Helping South Australians Conserve, Sustain and Prosper.**

**Role Title:** Manager, Park Experience & Operations

**Division:** National Parks and Public Lands

**Classification Level:** ASO6

**Branch/Unit:** Public Land and Business Partnerships

**CHRIS Position Number:** M19818

**Reports to (Title):** General Manager, Cleland Wildlife Park

### About the Agency – [Department for Environment and Water](#)

#### About the Role

The Manager Park Experience & Operations is responsible for the day-to-day management of the park experiences, volunteer services, education and maintenance functions at Cleland Wildlife Park (CWP). The role liaises with a broad range of internal and external stakeholders to support these functions.

#### Key Role Outcomes

- Park experiences, volunteer and education programs at Cleland Wildlife Park are regularly reviewed and effectively managed.
- Revenue targets, and the delivery of park experience strategies and booking processes are proactively and effectively managed.
- The maintenance program, projects, and identification and address of asset management issues are planned, prioritised and overseen,
- Positive relationships are initiated and maintained with key stakeholders, including educational institutions and tourism business leaders.
- Effective financial and operational oversight is demonstrated through the management of predetermined budgets, procurement, and compliance processes for safe worksite requirements for work teams and volunteers.
- Work collaboratively with CWP & DEW media and communication staff to ensure, promotional initiatives are delivered to uphold DEW's reputation and brand value, and Cleland Wildlife Park is recognised for nature positive, regenerative tourism and conservation values.
- Ensure the effective management of human, financial and physical assets with the unit/team through appropriate planning and allocation of resources to achieve agreed business plans.
- Lead, develop and foster a positive work culture which is based on SA Public Sector Code of Ethics values, promote customer service, learning and development, safety, and welfare of employees, acknowledge differences and encourage creativity and innovation, which is highly responsive to the needs of the business, our partners and external clients.
- Provide timely and constructive feedback to team members to contribute to their effective performance and motivation and plan for their continued professional and technical development.

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## Essential Criteria (including qualifications)

- Demonstrated experience in the management of a successful commercial business, program or site, including leading staff, managing procurement and resources and identifying, analysing and developing innovative recommendations for business opportunities, problems and risks.
- Knowledge of key aspects of marketing and park experience principles within a public sector context, including policies, processes and initiatives within South Australia.
- Demonstrates in depth understanding of park experiences in a conservation and collection context.
- Knowledge and understanding of all relevant aspects of nature positive and regenerative tourism.
- Proven ability to manage human, financial, and physical assets through appropriate planning and allocation of resources to achieve agreed business and strategic plans.
- Manages numerous tasks in priority order allowing sufficient time to meet deadlines.
- Is able to evaluate the costs, benefits and associated risks of a particular course of action.

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## Desirable Criteria

- A relevant tertiary qualification relating to conservation, tourism, environmental education, environmental science or business management.
- An understanding of fire or emergency management.
- An understanding or working knowledge of conservation education principles.
- Experience working with volunteers.

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## Direct Reports

- Education Officer (ASO4 X 1.0 FTE)
- Children's Engagement Officer (ASO2 X 1.0 FTE)
- Volunteer Coordinator (OPS3 X 0.7 FTE)
- Business and Visitation Support Officer (ASO3 X 1.0 FTE)
- Business Support Officer (ASO3 X 1.0 FTE)
- Construction and Maintenance Leading Hand (IWS5 X 1.0 FTE)
- Construction and Maintenance Worker (IWS4 X 1.0 FTE & 1 x 0.6)

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## Key Relationships/Interactions

- Manages the work of a team of staff and volunteers across the site.
- Manager, Animal Operations, Cleland Veterinarian and Commercial Services Manager.
- Internal stakeholders including other teams within National Parks and Public Lands; People, Safety and Performance Branch; Strategic Communications and Engagement Branch.
- External stakeholders including customers, contractors, Commercial Tour Operators, Adelaide Hills community, industry peak bodies, and educational institutions.

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## Special Conditions

- Cleland Wildlife Park is a seven-day a week business with peaks at weekends and the major holiday periods. The position may be required to work on weekends and public holidays.
- Will be required to participate in responses to state emergencies or associated duties.

- May be expected to represent the business at tourism and industry forums.
- May be required to undertake intra or interstate travel, occasional overnight absences, and work outside of the normal hours of work.
- You must be an Australian citizen, permanent resident, or provide evidence that you hold a valid working visa that allows you to work in Australia.
- Wearing a company uniform during working hours and/or when representing the department is mandatory.
- Prior to being employed, the successful applicant will be required to obtain a National Police Check.
- Prior to being employed, the successful applicant will be required to provide a Department of Human Services (DHS) working with children check (WWCC) which is required to be renewed every five years before expiry. [DEW will cover the cost of renewal].

Core Competencies	Elements	Behavioural Indicators
<b>Shapes Strategic Thinking and Changes</b>	<ul style="list-style-type: none"> <li>• Thinking and Acting Strategically</li> </ul>	<ul style="list-style-type: none"> <li>• Thinks ‘outside the box’ and views issues from different perspectives to formulate ideas.</li> <li>• Alerts Executive and senior managers to opportunities and threats.</li> </ul>
<b>Achieves Results</b>	<ul style="list-style-type: none"> <li>• Delivering Effective Outcomes</li> <li>• Assuming Accountability</li> </ul>	<ul style="list-style-type: none"> <li>• Sets priorities for self and clear expectations and priorities for others and manages workflow in order to achieve outcomes on time.</li> <li>• Deals assertively in overcoming barriers to action.</li> <li>• Effectively delegates tasks and responsibilities appropriately and facilitates accountability of others for their own work.</li> <li>• Is proactive in producing successful outcomes aligned with the Agency direction and takes calculated risks in pursuing them.</li> </ul>
<b>Drives Business Excellence</b>	<ul style="list-style-type: none"> <li>• Facilitating Quality and Continuous Improvement</li> <li>• Promoting Customer Service</li> <li>• Directing Resources</li> </ul>	<ul style="list-style-type: none"> <li>• Benchmarks current services against ‘best practice’.</li> <li>• Recognises problems as opportunities for improvement and facilitates discussion and/or development of processes to address these.</li> <li>• Seeks to understand the needs and issues of a diverse customer base.</li> <li>• Effectively manages the budget for their work area.</li> </ul>
<b>Forges Relationships and Engages Others</b>	<ul style="list-style-type: none"> <li>• Communicating and Managing Conflict</li> <li>• Influencing and Negotiating</li> </ul>	<ul style="list-style-type: none"> <li>• Respects others’ views and incorporates these into communication and decision making.</li> <li>• Builds credibility with stakeholders and customers by demonstrating reliability</li> </ul>

		and respect and uses this credibility to negotiate outcomes.
<b>Exemplifies Personal Drive and Professionalism</b>	<ul style="list-style-type: none"> <li>• Displaying Flexibility and Resilience</li> </ul>	<ul style="list-style-type: none"> <li>• Is responsive to the unexpected.</li> <li>• Maintains a positive outlook when under pressure and is composed in the face of setbacks.</li> </ul>

## Work Health and Safety

### Lead workplace safety procedures and programs

- Proactively ensures all direct reports understand workplace health and safety requirements and responsibilities.
- Leads and participates in health and safety discussions in the workplace.
- Identifies hazards, assesses risks and implements procedures for controlling risks.
- Implements procedures for dealing with incidents and emergency events.
- Maintains appropriate workplace safety records.
- Implements procedures for managing injured workers.

## Corporate Responsibilities

- Demonstrate appropriate and professional workplace behaviours that are in line with the [Code of Ethics](#) and the [South Australian Public Sector Values](#).
- Maintain a commitment to Equal Employment Opportunity, Diversity, Ethical Conduct, and record keeping within legislative requirements, according to the principles of the *Public Sector Act 2009*.
- Exhibit and promote the behaviours in line with *The way we work* outlined in the [DEW Corporate Plan](#).
- As an individual it is your responsibility to actively participate in the Department's Performance Review and Development Program. As a manager you are required to action the Performance Review and Development Program inclusive of 6 monthly reviews, for all employees for whom you are responsible.
- Recruit appropriately qualified and experienced staff to the unit/team.
- Demonstrate appropriate and professional workplace behaviours that align closely with the White Ribbon message.
- Champion positive behaviours and conduct during all interactions with children and young people always adhering to the Child Safe Environment Policy and Procedure & Guideline.

Date Delegate approved original classification:	15/05/2019	Original Class method:	Full
Updated:	RD Update only	Date this version approved by delegate:	6 November 2025 2 February 2026