



Position Description

Position	Head of Experience, Learning & Events
Directorate	Marketing & Visitor Experience
Location/s	Headland Park (Regular visitation to all Harbour Trust locations, predominately Cockatoo Island & North Head Sanctuary)
Reports to	Director Marketing, Communications & Visitor Experience
Direct Reports	Event & Venue Managers Visitor Services Officers Manager – Learning
Enterprise Agreement Classification	Executive Level 2
Our Organisation	<p>The Sydney Harbour Federation Trust (Harbour Trust) manages extraordinary places on the world's best harbour and provides the public with access to precious bushland, parks and open spaces.</p> <p>Located in First Nations countries, our visitor destinations are known for their natural beauty. They also feature heritage-listed structures and other remnants from Australia’s colonial, maritime and military history. For these reasons, they have significance on a national and international scale.</p> <p>Our vision includes making our destinations accessible to diverse audiences, amplifying their heritage and environmental values through storytelling and – through their conservation, remediation and adaptive reuse – fostering a sense of place and belonging.</p> <p>Our volunteer program is integral to achieving our vision. Volunteer involvement is underpinned by strong staff ownership across the organisation for engaging and managing our volunteers.</p>
Code of Conduct & Values	All employees and volunteers at the Harbour Trust abide by the Harbour Trust’s key values and Code of Conduct, behaving honestly and with integrity and acting with care and diligence.

	<p>Employees are required to maintain confidentiality of all Harbour Trust information, upholding the Harbour Trust's values, integrity and its good reputation.</p>
Harbour Trust Behaviours	<p>Delivering on these behavioural expectations is the responsibility of all staff and forms part of our integrated performance framework:</p> <ul style="list-style-type: none">- We are ambassadors- We share information- Us not they- Collaboration is key- Caring for country mindset- We are all storytellers- Being constructive- Innovation mindset
Delegations	<p>To fulfill your role and responsibilities, you are delegated powers outlined within the Harbour Trust Register of Delegations. Delegated powers are to be exercised responsibly in a proper, ethical, diligent, professional and efficient manner, including always acting in good faith and in the best interests of the Harbour Trust.</p>
Health & Safety	<p>The Harbour Trust integrates safety into all aspects of the business to promote a positive safety culture and takes proactive steps to mitigate the risk of harm to employees, employees and others in the workplace.</p>
Our Commitment	<p>The Harbour Trust is an equal employment opportunity employer, committed to ensuring all employees, volunteers and others in the workplace are free from discrimination and harassment; where everyone is treated with dignity, courtesy and respect.</p>

ROLE OVERVIEW:

The Head of Experience, Learning & Events provides strategic leadership across events, visitor experience, education and tourism. The aim being to drive commercial outcomes and revenue for the Harbour Trust whilst growing visitation and stronger engagement.

The role oversees multiple high functioning and diverse public facing teams, leads innovation in visitor and learning experiences, and forges partnerships that expand the Harbour Trust's reach

and revenue agenda. It sets long term strategic direction, develops new products and market opportunities, and ensures exceptional customer centric delivery of programs, events and services across Harbour Trust sites.

The role also manages the supervision of volunteers within your area of responsibility ensuring they are valued and equipped to contribute effectively.

ROLE ACCOUNTABILITIES:

- Lead strategic direction for events, learning, visitor experience and tourism, ensuring alignment with organisational goals and long-term growth priorities.
- Develop and deliver a five year tourism strategy, including new tourism products, commercial licensing opportunities and revenue generating initiatives.
- Oversee the Events and Activation Strategy, ensuring successful planning and implementation of annual action plans for each Harbour Trust site.
- Lead the development of annual education, learning and public program calendars, cultivating new audiences and developing existing and new delivery partnerships.
- Drive innovation in visitor experiences by integrating new technologies and designing enhanced engagement opportunities.
- Manage ticketing and point of sale contracts and ensure effective systems that support high quality visitor experiences.
- Build and manage key relationships with tourism distribution channels, including operators, Online Travel Agents and Inbound Tour Operators, to expand market reach.
- Identify and develop new domestic and international business opportunities with the view to drive revenue and organisational growth. Including representing the Harbour Trust at industry forums, events and conferences.
- Contribute to organisational financial planning, including pricing strategies, revenue targets, budgets and performance reporting.
- Lead and support staff and volunteers within the portfolio, ensuring safety, capability, performance and positive engagement.

While we have made every effort to include all core responsibilities in this position description, it is not an exhaustive list of accountabilities. Tasks and priorities may change based on business needs.

SELECTION CRITERIA:

Essential (Qualifications, attributes, skills and knowledge)

- Demonstrated strategic and operational leadership experience delivering high quality events, education programs, learning initiatives and exceptional visitor experiences in complex public facing environments.



- Demonstrated experience driving revenue through setting and achieving commercial targets.
- Expert ability to analyse market and organisational data, financial reports and identify trends.
- Proven ability to lead, inspire and develop multidisciplinary teams, including volunteers, to achieve high standards of service and program delivery.
- Strong capability to communicate with influence and build productive, high level internal and external partnerships.
- Experience establishing and managing strategic tourism partnerships, including distribution channels and local and international operators.
- High level of initiative, adaptability and problem solving skills, with the ability to manage competing priorities and deliver outcomes in fast paced environments.
- Demonstrated financial literacy and experience contributing to revenue strategies, budget development and performance monitoring.
- Experience within the tourism sector desirable.

QUALIFICATIONS:

- Relevant tertiary qualifications, with postgraduate qualifications desirable, or equivalent professional experience.

ELIGIBILITY:

- Satisfy a Police Check
- Right to work in Australia
- Current Drivers licence



INTEGRATED LEADERSHIP SYSTEM

Shapes strategic thinking	Achieves results	Cultivates productive working relationships	Exemplifies personal drive and integrity	Communicates with influence
<p>Inspires a sense of purpose and direction</p> <p>Translates the strategy into operational goals and creates a shared sense of purpose within the business unit. Engages others in the strategic direction of the work area, encourages their contribution and communicates expected outcomes.</p> <p>Focuses strategically</p> <p>Understands the organisation's objectives and links between the business unit, organisation and the whole of government agenda. Considers the ramifications of a wide range of issues, anticipates priorities and develops long-term plans for own work area.</p> <p>Harnesses information and opportunities</p> <p>Gathers and investigates information from a variety of sources, and explores new ideas and different viewpoints. Probes information and identifies any critical gaps. Maintains an awareness of the organisation, looks for recent developments that may impact on own business area and finds out about best practice approaches.</p> <p>Shows judgment, intelligence and commonsense</p> <p>Undertakes objective, critical analysis and distils the core issues. Presents logical arguments and draws accurate conclusions. Anticipates and seeks to minimise risks. Breaks through problems and weighs up the options to identify solutions. Explores possibilities and creative alternatives.</p>	<p>Builds organisational capability and responsiveness</p> <p>Evaluates ongoing project performance and identifies critical success factors. Instigates continuous improvement activities. Responds flexibly to changing demands. Builds teams with complementary skills and allocates resources in a manner that delivers results.</p> <p>Marshals professional expertise</p> <p>Values specialist expertise and capitalises on the knowledge within the organisation as well as consulting externally as appropriate. Manages contracts judiciously. Contributes own expertise to achieve outcomes for the business unit.</p> <p>Steers and implements change and deals with uncertainty</p> <p>Establishes clear plans and timeframes for project implementation and outlines specific activities. Responds in a positive and flexible manner to change and uncertainty. Shares information with others and assists them to adapt.</p> <p>Ensures closure and delivers on intended results</p> <p>Strives to achieve and encourages others to do the same. Monitors progress and identifies risks that may impact on outcomes. Adjusts plans as required. Commits to achieving quality outcomes and ensures documentation procedures are maintained. Seeks feedback from stakeholders to gauge satisfaction.</p>	<p>Nurtures internal and external relationships</p> <p>Builds and sustains relationships with a network of key people internally and externally. Recognises shared agendas and works toward mutually beneficial outcomes. Anticipates and is responsive to internal and external client needs.</p> <p>Facilitates cooperation and partnerships</p> <p>Brings people together and encourages input from key stakeholders. Finds opportunities to share information and ensures that others are kept informed of issues. Fosters teamwork and rewards cooperative and collaborative behaviour. Resolves conflict using appropriate strategies.</p> <p>Values individual differences and diversity</p> <p>Recognises the positive benefits that can be gained from diversity and encourages the exploration of diverse views. Harnesses understanding of differences to anticipate reactions and enhance interactions. Recognises the different working styles of individuals, and tries to see things from different perspectives.</p> <p>Guides, mentors and develops people</p> <p>Encourages and motivates people to engage in continuous learning, and empowers them by delegating tasks. Agrees clear performance standards and gives timely praise and recognition. Makes time for people and offers full support when required. Delivers constructive feedback in a manner that gains acceptance and achieves resolution. Deals with under-performance promptly.</p>	<p>Demonstrates public service professionalism and probity</p> <p>Adopts a principled approach and adheres to the APS Values and Code of Conduct. Acts professionally and impartially at all times and operates within the boundaries of organisational processes and legal and public policy constraints. Operates as an effective representative of the organisation in public and internal forums.</p> <p>Engages with risk and shows personal courage</p> <p>Provides impartial and forthright advice. Challenges important issues constructively, stands by own position and supports others when required. Acknowledges mistakes and learns from them, and seeks guidance and advice when required.</p> <p>Commits to action</p> <p>Takes personal responsibility for meeting objectives and progressing work. Shows initiative and proactively steps in and does what is required. Commits energy and drive to see that goals are achieved.</p> <p>Displays resilience</p> <p>Persists and focuses on achieving objectives even in difficult circumstances. Remains positive and responds to pressure in a controlled manner. Maintains momentum and sustains effort despite criticism or setbacks.</p> <p>Demonstrates self awareness and a commitment to personal development</p> <p>Critically analyses own performance and seeks feedback from others. Confidently communicates strengths and acknowledges development needs. Acts on negative feedback to improve performance. Reflects on own behaviour and recognises the impact on others. Shows strong commitment to learning and self-development, and embraces challenging new opportunities.</p>	<p>Communicates clearly</p> <p>Confidently presents messages in a clear, concise and articulate manner. Translates information for others, focusing on key points and using appropriate, unambiguous language. Selects the most appropriate medium for conveying information and structures written and oral communication to ensure clarity.</p> <p>Listens, understands and adapts to audience</p> <p>Seeks to understand the audience and tailors communication style and message accordingly. Listens carefully to others and checks to ensure their views have been understood. Anticipates reactions and is prepared to respond. Checks own understanding of others' comments and does not allow misunderstandings to linger.</p> <p>Negotiates persuasively</p> <p>Approaches negotiations with a strong grasp of the key issues, having prepared well in advance. Understands the desired objectives and associated strengths and weaknesses. Anticipates the position of the other party, and adapts approach accordingly. Encourages the support of relevant stakeholders. Encourages debate and identifies common ground to facilitate agreement and acceptance of mutually beneficial solutions.</p>

Note: shaded areas represent critical transition points.