

Position:	Team Leader – Australian National Surfing Museum
Agreement:	Surf Coast Shire Council Enterprise Agreement 2022 – 2025
Award Classification:	Band 5
Division:	Placemaking and Environment
Department:	Economic Development, Arts and Tourism
Team:	Arts and Creative Economy
Date Reviewed:	April 2025
Approved By:	General Manager/Manager
Current Incumbent:	VACANT

Surf Coast Shire Council Acknowledges the Wadawurrung People, and the Gulidjan and Gadubanud Peoples of the Eastern Maar nation as the Traditional Owners of the land we now call Surf Coast Shire. We pay our respects to their Elders past and present, and all other Aboriginal and Torres Strait Islander People who are part of our Surf Coast Shire community.

Our purpose, direction and approach were developed collaboratively by our people for our people.

As an employee of the Surf Coast Shire Council you are committing to work towards our purpose within our team by following our direction and living our approach.

Purpose, Direction and Approach

Council is committed to helping our community and environment to thrive. In order to do this we understand that we will be an innovative and flexible leader that values the strengths of others enabling our workplace to be a place where people can do their best and be proud of their achievements.

Our Approach guides us in the way that we work:

We Do What We Say

We set clear expectations
We are accountable for our actions
We get things done

We See Opportunity

We look for better ways
We are open minded
We learn from our experiences

We Work Together

We value strengths and differences
We seek to work with others
We help people to succeed

We Make a Difference

We proudly represent Surf Coast Shire Council
We act with the future in mind
We go the extra mile

OUR APPROACH

We do what we say We work together We see opportunity We make a difference

surfcoast.vic.gov.au

Position description

Introduction of the work of the team

The Australian National Surfing Museum (ANSM) is the world's largest accredited surfing museum and is a key tourist experience in Torquay and along the Great Ocean Road. The ANSM team is responsible for delivering the day-to-day operations of the Museum, including exhibitions, collections care, educational programming, events and venue hire and governance.

POSITION OBJECTIVES

- To manage the day-to-day operations of the Australian National Surfing Museum (ANSM)
- To manage a team of staff and volunteers who deliver high quality exhibitions and programs at the ANSM
- To support the operations of ANSM in accordance with best practice museum standards, with guidance from the Coordinator Arts and Creative Economy, and in line with the values and policies of the Surf Coast Shire Council.
- To increase visitation to ANSM via a targeted marketing and promotions program and audience development strategies

ORGANISATIONAL RELATIONSHIPS

Reports to: Coordinator – Arts and Creative Economy

Supervises: Curator and Museum Officer

Internal Relationships: Visitor Information Team Leader, All employees and Councilors

External Relationships: Visitors, Surfing Industry representatives, Media and General Enquiries

KEY RESPONSIBILITIES

Daily Business Operations and Finance

- Monitor the maintenance requirements of the ANSM's facilities and liaise with the Facilities team in the event of any issues arising
- Report to the coordinator on the performance of the Museum including visitor numbers, income, merchandise sales and visitor feedback
- Responsible for the planning and acquittal of the ANSM's expenditure, within approved budget
- Responsible for invoicing visiting groups and following Council's financial procedures
- The ANSM shares space with the Torquay Visitor Information Centre (VIC). From time to time you may be required to provide assistance to staff in this facility, such as face-to-face visitor services and retail sales.
- Open and close the ANSM, when needed
- Under the direction of the Coordinator, ensure the museum maintains the standard and service required for museum accreditation, with support from the ANSM team.
- Provide input to the VIC Retail Development Officer regarding Museum merchandise.
- Respond to general enquiries when the Visitor Information Centre and ANSM staff are not available
- Delivery of tours..

Marketing, Advertising and Digital Presence

- Oversee the maintenance of the ANSM's web presence
- Implement actions of the ANSM Communications and Marketing Plan
- Deliver the strategy and content for the ANSM's social media accounts in partnership with the Business Communications & Engagement Officer
- Oversee the ANSM's advertising activity
- Respond to general media enquiries, and direct specialist enquiries to the Curator, where appropriate

OUR APPROACH

We do what we say We work together We see opportunity We make a difference

surfcoast.vic.gov.au

Position description

Museum Project Management

- Manage the work flow of the ANSM Curator to deliver projects on time and within budget
- Work with the Coordinator to undertake operational management associated with the refresh of the ANSM's permanent galleries, with the assistance of the Curator, Museum Officer and Programs Officer.

Public Program Management

- Work with the Coordinator and Curator to develop events, education and group tour programs and conduct guided tours of the museum.
- Manage the workflow of the team to deliver the ANSM's schools and tours program
- Maintain and foster key relationships to support and increase tour visitation to the museum.
- Proactive engagement with education and tourist sectors via direct and indirect marketing methods
- Plan, coordinate and promote public programs, events and activities that align with the museum's mission & strategic goals, including taking tours.

Supervision of staff

- Provide clear direction to staff and volunteers on the day-to-day operations of the museum
- Effective supervision of, and communication to, the Curator, Museum Officer and volunteers

Risk Management and Workplace Health & Safety

- Observe safe work processes in accordance with training and instruction given and report any risks to immediate supervisor. Risks arising in the workplace may be financial, safety, site, task or person-specific.
- Participate in the consultative processes provided by the organisation.

This role will be required to work Tuesday – Saturday each week and there may be occasional work outside these hours including evenings and public holidays to support the delivery of ANSM programming and events.

ACCOUNTABILITY & EXTENT OF AUTHORITY

- Freedom to act subject to agreed objectives, budgets and regular reporting.
- Effect of decisions and actions taken is usually subject to approval or review by the Coordinator Arts and Creative Economy
- Accountable for the performance of the unit monitored against budget and key performance indicators, and for positive and accurate promotion of the Surf Coast to all stakeholders concerned.

JUDGEMENT AND DECISION MAKING

- Personal judgement is required.
- The nature of the work is usually specialised with most processes and procedures.
- Ability to recommend solutions using knowledge, experience and creative problem-solving skills.
- Guidance and advice is usually available within time to make a choice.

SPECIALIST SKILLS AND KNOWLEDGE

- Appreciation of museum practices and standards
- Knowledge of surfing history and heritage
- Experienced communicator who has demonstrated ability in developing relationships with successful outcomes
- Skills to contribute to marketing and social media content
- Proficient in a range of computer software appropriate to the key responsibility area, including Word, Excel and PowerPoint, as well as database and email programs.
- Ability to use developed skills and own judgement and initiative that is consistent with the position objectives

MANAGEMENT SKILLS AND KNOWLEDGE

- Skills and knowledge around managing projects and budgets
- Ability to manage staff and volunteers
- Skills in Managing time, setting priorities and planning & organising own work & that of direct reports

INTERPERSONAL SKILLS

- Established leadership and teamwork skills

OUR APPROACH

We do what we say We work together We see opportunity We make a difference

Position description

- Excellent written and verbal communication skills, including the ability to convey information to diverse audiences
- Ability to build relationships and gain cooperation & assistance from clients, members of the public, volunteers and other employees

KEY SELECTION CRITERIA

Qualifications and Experience

- Demonstrated experience managing projects and budgets and administration, minimum 5 years' experience
- Demonstrated experience managing staff and volunteers
- Experience in a customer facing role
- Knowledge of surfing history and heritage
- Experience delivering public programs, tours and education programs
- Museum, gallery or tourism venue operations or management experience, desirable
- Experience in delivering social media and marketing plans
- Current Victorian driver's license
- A current Working with Children Check
- Police Check results that are suitable for this position (will be arranged by Surf Coast Shire Council). A complete international criminal history check is required if the person has worked or lived overseas for any period of time OR a complete national criminal history check is required if the person has only ever worked in Australia.

Other requirements

- Current Victorian driver's license.
- You have the Right to live and work in Australia.
- A current Working with Children Check (WWCC). All positions within Council are required to have a current WWCC. All prospective employees cannot commence work with Council until they have a valid WWCC.
- Police Check results that are suitable for this position. All prospective employees will be required to undertake a national and/or international criminal history check before commencing employment with Council. This check will be conducted and paid for by Council.

ORGANISATIONAL RESPONSIBILITIES

Child Safe Standards	Surf Coast Shire Council is committed to being a Child Safe Organisation where children and young people are protected, respected, and encouraged to reach their full potential. The Victorian Child Safe Standards are embedded across the organisation, our policies and procedures support the implementation of requirements under the Child Wellbeing and Safety Act 2005.
Equal Opportunity	Surf Coast Shire Council is an equal opportunity employer. We ensure fair, equitable and non-discriminatory consideration is given to all applicants, regardless of age, gender, disability, marital status, pregnancy, sexual orientation, race, religious beliefs or other irrelevant factor. We recognise our proactive duty to ensure compliance with equal opportunity and other workplace-related legislation, and to eliminate all forms of discrimination.
Fraud and Corruption	To ensure Council's Fraud & Corruption policy and program are consistently observed and complied with, it is essential to apply sound fraud and corruption management practices within the workplace and community. Maintaining awareness through relevant training is crucial for all staff to meet their obligations and responsibilities related to fraud and corruption. Participation in the organisation's Fraud & Corruption training is a requirement to uphold these standards.
Record Keeping	Staff are required by legislation and internal policies to create full and accurate records that document official business activities of council.
Right to disconnect	In accordance with the new Australian right to disconnect legislation, this role acknowledges the importance of work-life balance and the employee's right to disconnect from work outside of regular working hours. However, and in addition to any obligations listed above, there may be occasional requirements to be available to take calls after hours or on weekends to address urgent matters or critical issues that arise.
Risk Management and Workplace Health & Safety	Ensure that work practices are conducted in line with Council's Workplace Health and Safety and Risk management policies, practices and relevant legislation. Observe safe work processes in accordance with training and instruction reporting any risks, hazards and incidents in a timely manner using the correct channels of communication.

To apply for this role please use the links on the 'Employment Opportunities' page of our website. To be considered for this opportunity candidates must address the Key Selection Criteria and follow the instructions listed in the Employment Application Guide.