

Role Charter

POSITION:	VISITOR ENGAGEMENT LEAD
Reports to:	Deputy Director
Accountable to:	Gallery Director
Directorate:	City Services
Date revised:	August 2025

This role charter is a broad description of the accountability and duties of an employee of Maitland City Council. The role will evolve and changeover time, in line with the changing strategic and operational requirements and outcomes of the organisation.

Council has a set of Guiding Principles that assist staff to understand the behaviours that are expected to create an organisational culture that helps our customers and people thrive.

Our Guiding Principles are:



MAKE THINGS EASY

Do the hard work to make things intuitive for everyone.



BE WELCOMING

Care for everyone as people, not tasks or numbers.



BE OPEN MINDED

Listen to each other and work together to find solutions.



KEEP YOUR PROMISES

Follow through on your commitments to everyone.



LOOK OUT FOR ME

Thoughtfully anticipate what will make our days go smoother.

Primary Purpose

To lead the Visitor Engagement team at Maitland Regional Art Gallery (MRAG), ensuring the delivery of exceptional front-of-house services and community engagement experiences.

To lead, coordinate and monitor daily operations, venue hire, staff development, and volunteer coordination, while fostering excellence in customer service and visitor education. The Team Leader works collaboratively to enhance MRAG's public presence and ensure a welcoming, informative, and safe environment for all visitors.

Leadership

Maitland City Council's leaders are people of honesty and integrity, with a genuine desire to deliver outcomes for our community.

Committed to engaging with employees, providing superior customer service and creating value for stakeholders. To fulfil this role, the leader will:

- Actively model and champion Council's Guiding Principles.
- Actively participate in open and genuine discussion, collaborating and partnering within the team and across the group's departments to capitalise on existing and emerging knowledge and experience.
- Hold both self and others accountable for their decisions, actions, behaviours and outcomes.
- Motivate, inspire and support the team to develop the confidence and capability to realise their full potential.
- Be an active and visible presence across the organisation.

Management

Maitland City Council's leaders are accountable for ensuring that all administrative activities, resources, systems and processes support staff in delivering efficient and effective service. The leader will:

Manage people

- Supervise, support and coach staff in undertaking the work and projects of the team.
- Monitor team workloads to ensure a balanced approach to service delivery and employee wellbeing.
- Contribute to a positive employment relationship.
- Champion a safe and healthy workplace and fair and equitable work practices.
- Demonstrate effective communication, problem solving and interpersonal skills.

Manage operations

- Support the Manager and the team in the effective delivery of Council's services.
- Oversee and implement actions or tasks as identified in the Delivery Program and Operational Plan.
- Supervise the daily operations of the team within identified budgets, delegations and administrative processes.
- Inform and participate in annual planning and reporting processes for the section.
- Implement procedures and other tools that support implementation of adopted strategies and policies.
- Provide timely and accurate information to the Manager.
- Administer and comply with the organisations policies and procedures.
- Administer and undertake training and development.

Manage relationships

- Act as the primary link between the Manager and the staff of the team.
- Participate in nominated cross organisational teams.
- Establish and maintain productive relationships.

Manage performance

- Have input into business plans for the section for integration with Council's Strategic Planning.

- Monitor and report on team performance.
- Identify employee development and performance improvement within Council's workforce development framework.
- Focus on the continuous improvement.

Core Accountabilities

1. Lead the Visitor Engagement team, including volunteers, to ensure effective coordination of daily front-of-house operations, resourcing, venue hire, public programs, events and excellence in customer service.
2. Develop, implement and promote customer service standards and engagement programs, including gallery tours and education programs.
3. Coordinate and deliver daily operations including rostering, venue hire, front-of-house services, exhibition administration and event logistics (e.g. ticketing and invigilation coordination), MRAGM member program, Gallery Shop and/or artwork sales and petty cash management.
4. Monitor and report on visitor engagement metrics, expenditure and team performance, including but not limited to, visitor volume, program participation, venue hire.
5. Enhance and drive customer engagement with MRAG space through promotion of education on exhibitions and artists for front of house staff, volunteers and Gallery customers, including research, development and dissemination of relevant information as appropriate.
6. Support curatorial services including but not limited to exhibition management (preparation, de/installation) collection management, creative learning and promotional activity.
7. Maintain the security of the works of art, exhibition spaces and building by ensuring visitors understand how to enjoy the Gallery without adversely impacting assets and exhibitions.
8. Ensure compliance with Council policies, WHS, and cultural sector regulations.
9. Contribute to strategic planning, budgeting, and continuous improvement initiatives.
10. Undertaking any other duties, projects or tasks as directed by the Supervisor which are within the employee's skills, competence and training.

The incumbent is to behave in alignment with Council's Guiding Principles, comply with the organisations policies and procedures and undertake training and development.

Essential Criteria

1. Tertiary level qualification in arts-related field or related discipline or an equivalent combination of contemporary experience and/or education/training.

2. Contemporary industry knowledge and demonstrated experience in the provision of client services to a diverse audience such as meet & greet, information provision, sales and program promotions.
3. Demonstrated experience and ability to lead, coach and support staff in their day to day activities and their ongoing development.
4. Knowledge or familiarity with Australian Art terms, methods and mediums, and a demonstrated passion and enthusiasm for the visual arts.
5. Effective oral and written communication skills, including the ability to prepare correspondence and reports.
6. Contemporary experience in customer service with a commitment and ability to provide excellence in all aspects of customer service and support.
7. Contemporary industry knowledge and demonstrated experience in a retail environment including but not limited to the provision of quality customer service, management of profit and loss, strong sales experience, merchandise display and promotion.
8. Working knowledge and experience in the use of Microsoft Office Suite, Vend and MYOB.
9. Current Working with Children Check.

Desirable Criteria

1. Certificate IV in Leadership & Management, or related discipline, significant leadership experience.
2. Responsible Service of Alcohol (RSA) certificate.
3. Contemporary event management experience.
4. Current First Aid Certificate

Date:

Agreed:

Employee Name

Employee signature