

Position Description



GREAT OCEAN ROAD
COAST & PARKS AUTHORITY

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| Position title: | Caravan Park General Manager |
| Classification: | CP3 |
| Status: | Permanent, Full-Time |
| Location: | Anglesea, Victoria |
| Approved: | Accommodation Services Manager – June 2025 |

About the Great Ocean Road Coast and Parks Authority

The Great Ocean Road Coast and Parks Authority (the Authority) was established on 1 December 2020 to deliver better protection and management of the iconic coast and parks of Victoria's Great Ocean Road.

In partnership with Traditional Owners, our role is to manage, protect, rehabilitate and foster resilience of the natural, cultural and heritage values of coastal Crown land and marine waters along the Great Ocean Road.

As a public land manager for the Great Ocean Road coast and parks, we manage a wide variety of public land from National Parks to coastal beaches to town foreshores. We also lead visitation policy and planning for the scenic landscapes along the Great Ocean Road to manage visitation 'hot spots' and provide a great visitor experience.

All revenue raised through our commercial endeavours is reinvested back into the coast to ensure the Great Ocean Road region can be enjoyed now and for generations to come.

About the Accommodation Services Team

Our ten self-managed coastal Caravan Parks and Cape Otway Lightstation generate the majority of Authority revenue. We are the single largest accommodation provider on the Great Ocean Road with over 800,000 visitor nights annually.

Situated adjacent to some of the most spectacular beaches on the coast, we offer a range of accommodation options for families, tourists, students and visitors.

Our Team currently manages the following parks along the Great Ocean Road:

- Anglesea Family Caravan Park
- Apollo Bay Recreation Reserve
- Cape Otway Lightstation
- Kennett River Family Caravan Park
- Lorne Foreshore Caravan Park
- Marengo Family Caravan Park
- Port Campbell Recreation Reserve
- Princetown Recreation Reserve
- Skenes Creek Foreshore Caravan Park
- Torquay Foreshore Caravan Park
- Wye River Beachfront Campground.

Purpose of the position

The **Caravan Park General Manager** position is accountable for the oversight of the accommodation operations at our Anglesea Caravan Park.

The objectives of the **Caravan Park General Manager** position are to:

- Manage the Caravan Parks as a business unit with a focus on exceptional customer service and delivering services within budget.
- Oversee and deliver site management, maintenance, accommodation, customer service and office administration.
- Ensure that accommodation, amenities, facilities and surrounds of the Caravan Park are maintained and presented to a high standard of quality reflecting the needs and expectations of customers.

Primary responsibilities

The key responsibilities of the **Caravan Park General Manager** position include:

- Directly manage the operations of the Caravan Park, within parameters set by the Accommodation Services Manager.
- Perform 'hands-on' administration duties, maintenance duties and other duties as required to ensure the completion of work assignments.
- Ensure a strong customer service and community focus are maintained by staff, at all times, placing the customer's needs first, whilst balancing the accommodation requirements of all site customers
- Supervise and provide leadership to all site staff.
- Provide training to site staff, as required, in all aspects of their duties.
- Ensure that the accommodation, amenities and grounds, site entry, office and residence are at all times presented to a high standard of cleanliness with attention to detail.

- Perform frequent inspection of accommodation site assets, amenities, surrounds and facilities to identify maintenance requirements, risk minimisation and presentation improvements.
- Maintain on-site accommodation buildings, furniture and fittings, assets and surrounds so that they are in excellent and safe working condition.
- Prioritise maintenance work and establish annual, monthly and fortnightly work schedules in conjunction with the Accommodation Services Manager.
- Respond to and assist with emergency calls and after hours calls for both maintenance and reservations.
- Conduct banking and financial reconciliations and liaise directly with the Corporate Services team for payment of all suppliers and staff payroll.
- Ordering, stock and inventory control of accommodation consumables.
- Supervise service contractors and monitor standards i.e. cleaning and waste removal.
- Enforce the accommodation conditions of occupancy, and (if necessary), evict site holders who breach the conditions.
- Contribute to the accommodation upgrade planning and implementation process, including improvements to service delivery, amenity and on-site accommodation and financial performance.
- Ensure the Park's under your responsibility are fully compliant with all OH&S policies and legislation and all work is completed safely.
- Act as the Fire Warden within the Caravan Park.

Key selection criteria

Qualifications and experience:

- Diploma qualification in Business Administration, Hospitality Management, Tourism or related field.
- Minimum of five years' experience in a within the Hospitality industry, preferably within caravan park/accommodation management or an environment that has large volume of accommodation bookings.
- Demonstrable experience in a Supervisory/Management position with staff management, working a range of rosters and shifts.
- Experience in role modelling a safety culture for a team and managing OH& S/WHs matters.
- Demonstratable experience and commitment to providing a high level of customer service, including experience successfully resolving customer issues and complaints.
- Demonstrable experience with managing budgets, payroll and other financially critical elements of a business.
- Experience with the management of large scale (area) operations and the associated maintenance.
- Experience utilising an accommodation management booking software (e.g. RMS).
- Chief Fire Warden accreditation.
- Current First Aid certificate.

Knowledge and skills:

- Excellent communication (written and verbal) and interpersonal skills, including an ability to communicate with people from a broad range of backgrounds.
- Proven ability to work effectively as part of a team.
- Effective computer skills and experience using Microsoft Word and Excel.

Special Characteristics

- The **Caravan Park General Manager** must occupy the residence provided within each park. The Authority will be responsible for all charges for gas, electricity and water. The Caravan Park General Manager will be responsible for their own private telephone expenses.
- The **Caravan Park General Manager** is expected to work such hours as are necessary to carry out the functions and responsibilities of the position, including weekends, public holidays and after hours, although there will be some flexibility according to demand and other staff inputs.
- Annual leave cannot be taken during the peak period of November until end of April, except with written approval of the Accommodation Services Manager.

Terms and conditions of employment

Appointment to this position is subject to the successful applicant being able to:

- Provide a National Police Check Certificate
- Obtain a Working with Children Certificate
- Evidence of Australian Work Rights
- Hold a current Australian Driver's Licence.

Organisational relationships

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| Reports to: | Accommodation Services Manager. |
| Direct reports: | Relevant Caravan Park staff. |
| Internal liaisons: | All Great Ocean Road Coast and Parks Authority departments. |
| External liaisons: | Community, agencies and government stakeholders. Contractors and suppliers. Park visitors and guests. |

Any queries regarding the position can be directed to Brendan Parker – Accommodation Services Manager - Brendan.parker@greatoceanroadauthority.vic.gov.au