

# Position Description



**GREAT OCEAN ROAD**  
COAST & PARKS AUTHORITY

|                        |                                                  |
|------------------------|--------------------------------------------------|
| <b>Position title:</b> | Retail Supervisor – Twelve Apostles              |
| <b>Classification:</b> | Level 5                                          |
| <b>Status:</b>         | Full Time, Ongoing                               |
| <b>Location:</b>       | Port Campbell, Victoria                          |
| <b>Approved:</b>       | Director Commercial & Visitor Economy – May 2026 |

## Purpose of the position

The Retail Supervisor position is responsible for overseeing the daily operations of the retail store and team. Work closely with Visitor Centre Management providing exceptional customer service experience to achieve the store's financial targets and key performance indicators (KPI's). This role will perform general office duties, assist the team with operational tasks, and deal with any customer or operational issues that may arise.

In addition, to support the broader day-to-day operational requirements of GORCAPA, this position may have the opportunity to undertake duties across other GORCAPA managed businesses and outlets. This may include visitor services at Twelve Apostle precinct, caravan parks or the Cape Otway Lightstation precinct.

A genuine interest for tourism, premium retail, and delivering exceptional customer experience is key to this role.

## About the Great Ocean Road Coast and Parks Authority

The Great Ocean Road Coast and Parks Authority (GORCAPA) is the dedicated Victorian Government entity entrusted with the care, protection and sustainable management of one of Australia's most breathtaking and culturally significant coastal regions. Established under the Great Ocean Road and Environs Protection Act 2020, GORCAPA was created to address the complex and fragmented management of the coastline and ensure the long-term conservation of this iconic landscape.

GORCAPA is responsible for managing more than 170,000 hectares of coastal reserves, National Parks, Marine Sanctuaries and foreshores stretching along 355 kilometres of stunning coastline. This includes high-profile sites such as the Twelve Apostles Visitor Experience Precinct and Cape Otway Lightstation, as well as local ports, community reserves and critical marine environments.

At the heart of its work is a commitment to protect the unique environmental, cultural, heritage and community values of the region. GORCAPA partners deeply with Traditional Owners, local communities

and stakeholders to integrate cultural knowledge, ensure environmental stewardship, support sustainable visitation and build lasting benefits for regional economies and generations to come.

### **About the Twelve Apostles Precinct Team**

The Twelve Apostles Precinct team is responsible for the day-to-day delivery of safe, high quality and engaging visitor experiences across the Twelve Apostles Visitor Experience Centre and the broader precinct. The team oversees frontline visitor services, ticketing, parking, engaging tours and excellent site presentation, ensuring the Precinct operates seamlessly.

Working collaboratively with the Precinct General Manager and internal teams within GORCAPA, the team balances operational excellence, strong commercial performance and staff development, whilst upholding cultural, environmental and safety obligations.

The team plays a critical role in activating the precinct, managing high volumes of visitation, delivering experiences that protect the iconic landscape along the Great Ocean Road whilst enhancing visitor satisfaction.

### **Primary responsibilities**

- Driving a customer focused culture, ensuring a warm and meaningful in-store customer experience.
- Providing an exemplary customer service standard, including dealing with complaints and managing difficult customer issues and situations.
- Leading and coaching of the Retail team, training & developing on retail standards. Ensuring a safe, inclusive and harmonious work environment.
- Providing staff training and induction of new staff and team rostering where required.
- Contributing to a strong store sales performance, KPI's and product sell-through.
- Overseeing all store operations including inventory, stock management, visual merchandising, and presentation standards.
- Assisting the team in performing general retail duties, which could include processing sales and refunds, managing queries, refill or preparation of food and beverage items where required.
- Supporting a strong financial performance of the site, through the delivery of initiatives to maximising revenue and minimising expenses.

- Carrying out opening and closing procedures, including any financial reporting, banking procedures, record keeping or filing tasks.
- Assisting with weekly reporting on KPI's and identifying solutions which will help to increase team engagement, customer satisfaction, and overall results.
- Implementing and adhering to GORCAPA's systems and processes, and any site-specific requirements.
- Participating in briefings, training, and continuous improvement initiatives.
- Addressing customer and/or staff concerns or complaints and escalate to management where required.
- Adhering to all Visitor Centre operational procedures, emergency protocols, and visitor safety requirements.
- Identifying and report hazards, incidents, or near misses; maintain safe manual handling practices.
- Complying with privacy, fraud prevention, age-restricted sales rules (if applicable), and any relevant regulatory standards.
- Ensuring retail floor and back-of-house areas remain clear and compliant with safety requirements.

### **Key selection criteria**

#### **Qualifications and experience:**

- Tertiary qualifications in Business Administration, Hospitality or Tourism is desirable.
- Demonstrated experience in a supervisor/duty manager position, preferable within retail, hospitality or tourism environment.
- Demonstrated success in achieving sales targets and driving KPIs.

#### **Knowledge and skills**

- Natural leadership skills with a positive, collaborative, and high-energy approach.
- Proficient in and committed to providing a high level of customer service, including experience successfully resolving customer issues and complaints.
- Strong operational capability across rostering, inventory management, and visual merchandising.
- Effective computer skills and experience using Microsoft applications, and retail software.

### **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
- Provide evidence of Australian Work Rights
- Hold a current Australian Driver's Licence.

### **Organisational relationships**

**Reports to:** Commercial Manager / Retail Manager

**Direct reports:** Retail Team members

**Internal liaisons:** All Great Ocean Road Coast and Parks Authority departments

**External liaisons:** Suppliers, contractors, Tenants, tourism and industry partners