

Position Description



GREAT OCEAN ROAD
COAST & PARKS AUTHORITY

Position title:	Retail Team Member
Classification:	Level 3
Status:	Casual
Location:	Twelve Apostles Visitor Centre Port Campbell, Victoria
Approved:	Director Commercial & Visitor Economy – July 2026

Purpose of the position

This position supports an outstanding visitor experience at the Twelve Apostles visitor precinct by delivering warm, efficient, and knowledgeable service within the retail outlet.

You will assist in driving sales through exceptional customer service and support, providing customers with informative product knowledge, maintaining high standards of store cleanliness and visual merchandising, and assist with stock management and sales. You will uphold safety, sustainability and inclusivity standards, as well as cultural respect while ensuring smooth day-to-day retail operations during both peak and off-peak periods.

To support day-to-day operational requirements, you may be required to undertake duties across multiple business streams within GORCAPA. This may extend to deployment at other GORCAPA sites or functions, such as caravan parks or Cape Otway Lightstation.

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 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

Visitor Experience & Service

- Welcome and engage visitors with a friendly, proactive approach; offer product recommendations aligned to visitor needs, interests, and time constraints.
- Provide accurate information about products.
- Support accessibility and inclusivity—adapting service for diverse audiences, languages, and abilities.
- Manage service flow during peak times with calm professionalism.

Sales & POS Operations

- Process sales, returns, exchanges, and discounts accurately using the POS.
- Promote featured ranges, seasonal offers, and add-on items to maximise average spend.
- Receive and unpack deliveries, stock processing, stocktake, stock replenishment and stockroom maintenance.

Merchandising & Store Presentation

- Ensure the retail space is clean, safe, and inviting -, shelves are full at the beginning of each day, and stock is replenished as needed throughout the day.
- Support stocktakes activities and implements loss-prevention practices.

Safety, Compliance & Risk

- Adhere to all Visitor Centre operational procedures, emergency protocols, and visitor safety requirements.
- Identify and report hazards, incidents, or near misses; maintain safe manual handling practices.
- Comply with privacy, fraud prevention, age-restricted sales rules (if applicable), and any relevant regulatory standards.
- Ensure aisles, exits, and back-of-house areas remain clear and compliant.

- Participate in briefings, training, and continuous improvement initiatives.
- Identify and escalate any customer and/or staff concerns or complaints to duty manager.

Key selection criteria

Qualifications and experience:

- Retail, business, hospitality, tourism or a related experience.
- Strong visual merchandising and retail presentation skills

Knowledge and skills

- Excellent communication skills.
- A proactive, adaptable and solutions focused approach to work

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:	Retail Manager
Direct reports:	None
Internal liaisons:	All Great Ocean Road Coast and Parks Authority departments
External liaisons:	Community, agencies and government stakeholders.