

Position Description



GREAT OCEAN ROAD
COAST & PARKS AUTHORITY

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

The role 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 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

Visitor Experience & Service

- Engaging with visitors with a friendly, proactive approach; offer product recommendations aligned to visitor needs, interests, and time constraints.
- Providing accurate information about products.
- Supporting accessibility and inclusivity—adapting service for diverse audiences, languages, and abilities.
- Managing service flow during peak times with calm professionalism.
- Coordinating of staff allocations and scheduling.
- Identifying and escalate any customer and/or staff concerns or complaints to duty manager, including customer dispute resolution.

Sales & POS Operations

- Participating in sales, returns, exchanges, and discounts accurately using the Point of Sales.
- Promote featured ranges, seasonal offers, and add-on items to maximise average spend.
- Assisting with receive and unpack deliveries, stock processing, stocktake, stock replenishment and stockroom maintenance.

Merchandising & Store Presentation

- Ensuring 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.
- Supporting stocktake activities and implements loss-prevention practices.
- Adhere 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.
- Participating in briefings, training, and continuous improvement initiatives.

Food & Beverage Preparation

- Preparing of beverages, and light food items in line with quality standards.

- Maintaining consistency in presentation and portioning.
- Adhering to food safety standards and hygiene regulations, including maintenance and cleaning of food preparation areas and appliances.

Key selection criteria

Qualifications and experience:

- Relevant Certificate or Qualification in Retail Operations and/or
- Minimum 1 year Retail, business, hospitality, tourism or related experience.

Knowledge and skills

- Excellent communication skills.
- Strong visual merchandising and retail presentation 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 Supervisor

Direct reports: None

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

External liaisons: Suppliers, Contractors, tourism and industry partners.