

Position Description



GREAT OCEAN ROAD
COAST & PARKS AUTHORITY

Position title:	Visitor Experience Team Member
Classification:	Level 2
Status:	Casual
Location:	Twelve Apostles Visitor Centre Port Campbell, Victoria
Approved:	Director Commercial & Visitor Economy – July 2026

Purpose of the position

The Visitor Experience Team Member plays a hands-on role in delivering immersive, engaging and safe visitor experiences across the Twelve Apostles precinct. This includes supporting tours, paid experiences, events, activations and visitor dispersal initiatives. The role ensures experiences are delivered professionally, to high standards, and in alignment with the precinct's cultural and environmental values. To support day-to-day operational requirements, employees 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

Experience Delivery

- Engage visitors through storytelling, interpretation and positive interactions.
- Promote longer dwell time and dispersal through proactive visitor engagement.
- Assist in delivering guided tours, talks, demonstrations and paid experiences.
- Support event setup, operation and pack-down for markets, festivals, community programs and seasonal activations.

Operational Support

- Ensure experience areas, activity zones and event locations are well presented and safe. •
- Assist with logistics, equipment checks, and preparing experience materials.
- Support crowd management and visitor flow during busy periods.

Quality, Feedback & Improvement

- Collect feedback from guests regarding tours, experiences and events.
- Report insights to supervisors to support product improvement.
- Uphold consistent service quality and alignment with cultural, environmental and accessibility principles.

Safety & Compliance

- Follow risk management, cultural heritage and environmental protection protocols.
- Support emergency response and evacuation procedures. Team Collaboration
- Work closely with visitor services, retail and operations teams to ensure seamless precinct operations.
- Support cross team communication, escalation and coordination during peak visitation.

Key selection criteria

Qualifications and experience:

- Ability to deliver engaging, inclusive and accurate tours, talks, demonstrations or paid experiences for diverse audiences. (Desirable)
- Confident storytelling and interpretive communication that enriches visitor understanding.
- Demonstrated teamwork with visitor services, retail and operations teams to deliver seamless experiences.
- Strong attendance, punctuality and flexibility to work varied rosters (weekends, public holidays, school holidays).
- Composure under pressure; ability to adapt experience delivery to changing weather, crowds, or operational constraints.
- Confidence to maintain tidy, safe and welcoming experience zones.

Knowledge and skills

- Greeting, triage, queue management, issue resolution, and calm de-escalation.
- Familiarity with evacuation procedures, crowd guidance, and role clarity during incidents.
- Skills in culturally safe interactions with First Peoples, multicultural visitors and community groups.
- Performs well under pressure and changing conditions (weather, surges).

- Accurate transactions, tidy work areas, and precise safety messaging.
- Supports peers, shares information, and communicates early about risks/issues.
- Ability to stand for extended periods, move around the precinct, assist with light equipment/signage, and work safely in outdoor conditions (wind, rain, heat, uneven surfaces) with appropriate PPE.

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