

POSITION DESCRIPTION

Title:	GROUP MANAGER COMMERCIAL
Group/Branch:	Commercial
Status:	Full Time Fixed Term
Location:	Belgrave or Emerald and other locations as required within the PBR Rail Corridor
Reports to:	Chief Executive Officer
Direct Reports:	Business Development Team Commercial Team Visitor Experience Team
Position Dimensions	Team Size: up to 50 FTE Financial Delegation: as per PBR Delegation of Authority Policy (PBR PO 072) Specified Officer: as per the PBR Delegation of Authority Policy (PBR PO 072)
Hours/Days of Work:	5 days out of 7 - standard hours 9.00am to 5.00pm with flexibility required due to business needs
Requirements	Current Victorian Working with Children Check (WWCC) Resolved National Criminal History Check and periodic checks as per policy Completed Category 3 National Standard for Health Assessment of Rail Safety Workers Bankruptcy Check Confirmation of qualifications Directorship search of the Australian Securities and Investments Commission (ASIC) database

Job Purpose

This position reports to the CEO and leads the organisation's brand and business development, visitor experience, education program, precinct activations, commercial operational delivery and stakeholder engagement and collaboration strategies to support the delivery of the organisation's objectives and compliance with the Puffing Billy Railway Act (2022) and relevant legislation and regulations in accordance with the organisation's responsibilities as a Victorian Government Entity.

As part of the management executive group, this position provides strategic recommendations to the CEO, executives and leaders and strategic leadership in the development and delivery of the organisation's strategic plans.

Key Duties & Responsibilities

1. Brand and Business Development

- Lead the brand and business development strategic framework aligned with organisation objectives, legislative and regulatory requirements.
- Lead brand and business development risk and compliance management processes ensuring continual monitoring, continuous improvement and timely reporting to CEO and Board.
- Lead preparation of data driven brand and business development reports that provide timely and authoritative advice to the CEO and Board.
- Lead and champion a proactive safe, compliant brand and business development culture.

2. Visitor Experience, Education Programs and Precinct Activations

- Lead the design and delivery of high-quality visitor experiences, education programs and precinct activations aligned with organisation objectives, legislative and regulatory requirements.
- Lead visitor experience, education programs and precinct activations risk and compliance management processes ensuring continual monitoring, continuous improvement and timely reporting to CEO and Board.
- Lead preparation of data driven visitor experience, education programs and precinct activations strategies, plans and reports that provide timely and authoritative advice to the CEO and Board.
- Lead and champion a proactive, safe, compliant, visitor experience, education programs and precinct activations culture.

3. Commercial Operational Delivery

- Lead the effective and efficient delivery of commercial operations aligned with organisation objectives, legislative and regulatory requirements.
- Lead commercial operational risk and compliance management processes ensuring continual monitoring, continuous improvement and timely reporting to the CEO and Board.
- Lead the preparation of data driven commercial operational strategies, plans and reports that provide timely and authoritative advice to the CEO and Board.
- Lead and champion a proactive safe, compliant, commercial operations culture.

4. Stakeholder Engagement and Collaboration

- Lead the stakeholder engagement and collaboration strategic framework aligned with organisation objectives, legislative and regulatory requirements.
- Lead stakeholder engagement and collaboration risk and compliance management processes ensuring continual monitoring, continuous improvement and timely reporting to the CEO and Board.
- Lead the preparation of data driven stakeholder engagement and collaboration strategies, plans and reports that provide timely and authoritative advice to the CEO and Board.
- Lead and champion a proactive safe, compliant, stakeholder engagement and collaboration culture.

5. Leadership and Management

- Contribute to the formation and implementation of strategic plans and associated business models and plans.
- Mentor and supervise direct reports, ensuring the structure, roles and functions reflect the organisational priorities and result in higher performance and delivery of PBR objectives.
- Use a whole of organisation and system lens to identify operational efficiencies.
- Represent the organisation on internal and external matters, including negotiations, conventions, seminars, public hearings, and forums.
- Guide and coordinate the work of the commercial function to ensure efforts are coordinated and aligned with the values, objectives, and strategic direction of the organisation.
- Be an active participant in the Management Executive Group, with input into strategic direction, business planning, governance, and financial management.



- May have direct contact with children and will be required to follow all appropriate policies.
- Maintain a Child Safe environment including reporting responsibilities and procedures.

Key Challenges

- Financial sustainability.
- Fit for purpose operating model.
- Immature legislative and regulatory compliance frameworks.
- Behavioural management and cultural transformation.
- Maturing business systems.

Qualifications & Experience Required

- Tertiary qualifications in business, commerce, finance or relevant discipline.
- Demonstrated experience in leading and managing multifunctional teams, building a positive team culture, and achieving organisational objectives.
- High level of commercial and financial acumen, with the ability to analyse and interpret complex data and contribute to strategic business decisions.
- Demonstrated experience overseeing business operations, managing risk, and ensuring compliance with relevant legislation, standards, and policies.
- Excellent stakeholder management, negotiation, and interpersonal skills, with the ability to work with a wide range of internal and external partners to deliver complex change.
- Demonstrated ability to contribute to, implement, and translate organisational strategy into local work plans.
- High-level analytical, problem-solving, and decision-making skills.
- Proven executive experience leading transformational change in own business area.
- Proven executive leadership in complex, multi-stakeholder organisations.
- Proven executive experience in brand and business development, commercial strategies, and operational efficiency.
- Strong governance and compliance knowledge, with ability to deliver against legislative frameworks.
- Demonstrated success in workforce engagement and stakeholder engagement.
- Track record in operational excellence, risk management, and safety leadership.
- Strategic thinker with ability to translate vision into operational delivery.
- Commitment to child safety, community engagement, and public sector values.

Key Relationships

- PBR Management Executive Group, Puffing Billy Railway Board and organisation staff and volunteers.
- External stakeholders including but not limited to Departments of the Victorian Government, elected officers and senior management in public and private organisations.

Health & Safety

- As an "Officer" under the Occupational Health and Safety Act 2004, this role must exercise due diligence to ensure the business unit complies with its health and safety duties. This includes:
 - Understanding health and safety matters relevant to the business unit.
 - Ensuring appropriate resources and processes are in place to eliminate or minimise risks.
 - Implementing processes for receiving and responding to information about incidents, hazards, and risks.
 - Verifying the use of resources and processes for compliance.
- The role must ensure that the business unit has the capability and systems to identify, assess, and manage risks, including those related to health and safety. This includes:
 - Developing and maintaining a risk management framework.
 - Ensuring the CEO is informed of significant health and safety risks.
 - Collaborating with internal audit and risk committees to monitor compliance.

- The role is responsible for ensuring, so far as is reasonably practicable, that:
 - The workplace is safe and without risks to health.
 - Systems of work are safe and well-maintained.
 - Employees receive adequate training, supervision, and support.
 - Health and safety policies are implemented and reviewed regularly.
- The role must demonstrate visible commitment to health and safety by:
 - Promoting a safety-first culture.
 - Leading by example in compliance and reporting.
 - Ensuring that health and safety is embedded in strategic and operational planning.

The following health and safety factors are relevant to this position:

Frequent (occurs 1/3-2/3 of time)	Constant (occurs 2/3+ of time)
<ul style="list-style-type: none"> • Manual handling task (0 – 9kg) • Gripping, holding, clasping with fingers/hands. 	<ul style="list-style-type: none"> • Hand/arm movement i.e. stacking, reaching typing and sorting • Sitting at a workstation. • Responsibility for the safety of others.

Additional Notes

- Flexibility with regard to availability and responsiveness is required, to support the organisation’s needs.
- Puffing Billy Railway is a child-safe organisation. All employees and volunteers are required to undergo a National Police Check, a Working with Children Check and sign our Child Safety and Wellbeing Policy and Child Safe and Wellbeing Code of Conduct.
- PBR is a zero drug and alcohol workplace – workplace participants may be subject to unannounced drug and alcohol testing.

Acknowledgment

I have read and understood the above position description and I agree to undertake the duties outlined. I declare that I have no health, medical or other restrictions that would affect my ability or capacity to undertake these duties in a safe manner.

Employee Name		Employee Signature		Date	
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Approved By:	People and Culture Sub Committee	Date:	May 2026
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Last Updated By:	Chief Executive Officer	Date:	May 2026
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Puffing Billy Railway’s staff and volunteers are committed to providing positive experiences for children in an environment that is caring, nurturing and safe.

Our Children, Our Focus, Our Future, Speak Up!