

POSITION DESCRIPTION

POSITION: Administration Manager	
DIRECTORATE: Business Services	GROUP: Commercial Business
SECTION: Holiday Parks	REPORTS TO: Manager – Holiday Parks
GRADE: I	EMPLOYMENT TYPE: Permanent Fulltime
HOURS/WEEK: 35	POSITION No.: 75
DATE: June 2026	

OUR VISION

“Empowering the community and visitors to enjoy and grow our opportunities”.

OUR VALUES

We ensure that our Values are the foundation for everything we do.



iNnovate

Challenge the status quo in search of better outcomes.



Collaborate

Seek to understand different perspectives to problem solving.



Accountable

Take ownership and have the courage to call things out.



Respect

Mutual respect. No time for disrespect.



Empowering

Here to make a difference.

THE DIRECTORATE

Our Business Services Directorate is focused on enabling and supporting the City through the provision of high quality customer services, robust and innovative business systems, contemporary people and culture guidance as well as positive communications and engagement. The Directorate also covers our Commercial Business areas of property management, Holiday Parks and Laboratory.

THE GROUP/SECTION

Our Commercial Business Group manages the City's property portfolio and delivers the City's commercial business enterprises; the Coffs Harbour Laboratory which delivers NATA accredited laboratory services, and the Coffs Coast Holidays Parks which provide high quality tourist accommodation.

POSITION OBJECTIVES

- Provide support to the Manager Holiday Parks in establishing a high performance organisation through the development of its people and processes that meets the vision and objectives of the Coffs Harbour Community Plan.
- To manage and co-ordinate the administration, promotion, marketing and financial practices of the Caravan Parks ensuring maximum utilisation of all resources and adherence to the highest standards for service, facilities and financial management.
- Demonstrate a commitment to Council's core values, comply with the Code of Conduct and promote the image of Council as an efficient and professional organisation.

KEY ACCOUNTABILITIES

Work Health & Safety (WHS)

Contribute to a safe working environment by:

- Demonstrating safe work place practices and behaviours and encouraging others to do the same.
- Reporting all incidents, near misses and hazards in accordance with the City's processes.
- Taking reasonable care for own health and safety and the health and safety of others in the workplace.
- Participate and contribute in WHS training and consultation as required and be supportive of the implementation and development of safe work practices.
- Compliance at all times with statutory and regulatory requirements and Australian Standards.

Customer Service

Promote a positive and professional image of the City through:

- Creating and maintaining good relationships with the Community and our stakeholder customers.
- Taking the time to understand the needs of customers and their expectations.
- Provision of clear, accurate and timely technical and general advice to Council, management, stakeholders and clients.
- Following up on both positive and negative feedback received.
- Considering customer service in all aspects of their duties.
- Continuously looking for ways to improve the level of customer service you deliver.

Community Engagement

Committed to active and appropriate engagement processes guided by the principles of:

- Informing – Giving information to the community where instructed.
- Consulting – Obtaining community feedback when requested.



- Involvement – Engaging directly with the community as directed.
- Partnership – Partnering with the community to create solutions.
- Enabling – Placing final decision making in the hands of the community and City of Coffs Harbour management

Learning and Development (L&D)

Support the City of Coffs Harbour as a high performance organisation by:

- Participating in strategic learning and development initiatives.
- Undertake and participate in L&D initiatives that directly enhance and/or improve individual performance and contribute to the City's effectiveness.
- Take individual responsibility for own learning and engage in professional development.
- Participate in learning and development activities in accordance with the City's Training plan.
- Work collaboratively with the other staff to identify training needs and appropriate solutions.

Sustainability

- Consider the interconnections between economy, society and environment and ensure sustainability.
- Incorporate the City's Sustainability Policy and Climate Change Policy into daily operations whilst applying appropriate environmental laws and the management of cultural diversity in controlling the risk of serious or irreversible impacts on the environment, society and heritage values.

Continuous Improvement

- Supporting staff and the leadership team in the implementation of new and improved business processes.
- Support organisational initiatives including business and cultural change programs that progress the organisation towards the desired state.

Organisation Support

- Support the leadership and management by:
 - Embracing the organisations vision and values, so that they are demonstrated through behaviours, actions and attitudes.
 - Ensuring all appropriate City Policies and Procedures relating to employment, including Equal Employment Opportunity, Code of Conduct and Fraud & Corruption.
 - Ensuring the WHS responsibilities of the role are undertaken in accordance with the City WHS Responsibilities Statement, WHS legislation and other City Policies and Procedures regarding WHS.
 - Ensuring business records are maintained accurately and on time, in accordance with the City's Records Management Policy.
 - Providing valued team contribution, coupled with performance and behaviours consistent with a positive and productive work environment.

KEY AREAS OF RESPONSIBILITY

- Manage the implementation of decisions concerning the development, operation and marketing of the Holiday Parks.
- Manage branch Administration staff and hold regular meetings with all Supervisors to promote teamwork, identify problem areas, co-ordinate staff and customer requests and resolve conflicts as they arise

- Effectively roster Holiday Parks administrative staff to ensure customer service standards are maintained in a cost effective manner
- Establish objectives to be achieved by staff under your control – monitor performance - take corrective/disciplinary action as appropriate and formally counsel/appraise staff at least once per annum.
- Input as necessary to the ongoing review of staff operations to ensure delegation, accountability, flexibility and adaptability are accepted and implemented by all staff under your control.
- Manage the holiday parks reservations and booking systems including input of all tariffs and special promotions
- Ensure adoption of a co-operative/consultative style of management and communication ethic with all staff across the organisation.
- Ensure staff receives training induction to new systems and processes.
- Develop and coordinate casual labour pool.
- To make recommendations on the following:
 - Fixing of fees.
 - Short and long term improvement programs.
 - Promotion and marketing of the Parks.
 - Industry trends affecting performance of the Parks.
 - Working arrangements for Park employees.
 - Plant and equipment requirements.
- Ensure the management of all City holiday parks are standardised in regards to administration and operational standards and procedures whilst maintaining the unique appeal of each individual park.
- To direct the allocation and utilisation of all administrative employees, materials and other resources of the Parks.
- Regularly liaise with the Holiday Parks Manager - Operations to ensure the efficient operation of the Parks.
- In conjunction with staff ensure that no person causes any nuisance, annoyance or inconvenience to other Park patrons.
- To foster and ensure the highest degree of customer satisfaction and encouragement of repeat/new business for the Park.
- Participate in, and promote professional development activities eg courses, seminars etc to maintain and continuously improve knowledge required of the position.
- Act as primary contact for all current and prospective Long Term Resident and manage the parks Long Term Residential responsibilities under the relevant Acts.
- Undertake Special Projects as directed by the Holiday Parks Manager.

KEY RELATIONSHIPS

Internal

- Group Leader Commercial Business
- Manager Holiday Parks
- Manager Operations Coffs Coast Holiday Parks
- Supervisor Housekeeping
- Supervisor Grounds
- Building Maintenance Craftsman

External

- Stakeholders

OTHER POSITION REQUIREMENTS

- Based on a 35-hour week, working hours are Monday to Friday between the hours of 06:00 and 19:00. Actual start and finish times are to be arranged with the People Leader.
- Flex time may be available in accordance with City procedures.
- Work may be required to be undertaken outside of ordinary working hours as agreed with your People Leader. Payment will be in accordance with the Award and the City's Enterprise Agreement (EA).
- This position is delegated with certain powers, authorities, duties and functions under the City's Delegations of Authority in accordance with the Local Government Act.
- This position engages in child related work and requires a Working with Children Check
- This position is located at BIG4 Park Beach Holiday Park with the requirement to attend and/or work at other sites/locations having regard to the nature of the role.
- This position involves working in a predominantly indoor environment and using a computer is considered a core component of the role. There may be occasional visits to other work locations. The position requires an average level of aerobic and physical fitness to undertake occasional physical activities, including manual handling tasks as part of a normal working environment. A medical assessment will be required to be completed prior to commencement.

QUALIFICATIONS/LICENCES/EXPERIENCE

Essential

- Degree in Business or other relevant equivalent qualification.
- Demonstrated significant experience in Holiday Park Operations.
- Current Class C driver's licence
- Working With Children Check (WWCC)

Desirable

- Current First Aid Certificate

CAPABILITIES

- Demonstrated keyboard skills and well developed computer literacy
- Demonstrated high-level interpersonal relationship skills, oral and written communication skills.
- Demonstrated knowledge of Human Resources management skills and experience
- Demonstrated experience in coordinating staff and contractors
- Demonstrated experience in the customer service area
- Demonstrated knowledge and understanding of computerised office management and accommodation booking systems

Position Demands Analysis

Administration Manager – Holiday Parks

EXPOSURE RATING TABLE			
No exposure	Low Exposure	Medium Exposure	High Exposure
0 hrs daily	0-2 hrs daily	2-4 hrs daily	4-8 hrs daily
0	1	2	3

PHYSICAL REQUIREMENTS					
<i>All Lifting to be undertaken using effective risk based manual handling techniques.</i>					
Sedentary work lifting 0 - 4.5kg	1	Elevating arms above shoulder height	0	Climbing to access / exit excavations	0
Light work lifting 4.5 - 9.1kg	1	Extend arms for reaching	1	Kneeling for extended periods	0
Medium work lifting 9.1 - 22.7kg	1	Sitting for extended periods	3	Crawling	0
Heavy work lifting 22.7 - 45.5kg	0	Standing for extended periods	1	Balancing	0
Repetitive Lifting	0	Walking for extended periods	1	Hearing above background noise	0
Pulling Loads > 5kg	0	Walking on uneven ground	0	Depth perception	0
Pushing loads > 5kg	0	Frequent bending / stooping	1	Colour vision	0
Lifting with trunk twisting	0	Shovelling / digging	0	Fine manipulation	2
		Throwing	0		
USE OF PERSONAL PROTECTIVE EQUIPMENT					
Safety boots / shoes	0	Dust Mask / Respirator	0	Reflective vest	0
Hard hat	0	Protective eyewear	0	Breathing Apparatus (BA)	0
Ear plugs / muffs	0	Gloves	0		
EXPOSURES					
CHEMICALS		CHEMICAL NAME/TYPE		BIOLOGICAL	
Dusts	0			Odours / Mists / Fumes	0
Liquids	1	Cleaning – Spray & Wipe	1	Possible exposure to sharps	0
Herbicide spraying	0			Possible exposure to Q Fever	0
Pesticide spraying	0			Possible exposure to Tetanus	0
Gases / Vapours	0			Possible exposure to Hepatitis A, B, C	0
Working with solvents	0			Possible exposure to blood / bodily fluids	0
				Possible exposure to plant pathogens	0
PHYSICAL/PSYCHOLOGICAL					
Inside work	3	Working near machinery	0	Slippery surfaces	1
Outside work	0	Operating machinery	0	Low light areas	0
Confined spaces	0	Vibration	0	Shift work	1
Working alone	1	Working at heights	0	Use of computer for screen-based activities	3
Working with hot substances	0	High Temperatures > 38 degrees	0	Prolonged driving periods > 2hrs	0
Working with cold substances	0	Low Temperatures < 3 degrees	0	Violence / aggression from customers	1
Noisy work areas	0	Fatigue	1	Violence / aggression from animals / wildlife	0