

Position Title: Business Manager – Car Park and Ground Operations

Reports to: Executive Manager Property and Commercial

Review date: June 2022

Position objective

The focus of Business Manager – Car Park and Ground Operations role is on driving ground transport usage, revenue, yield and introducing technology to improve customer experience. The role is managing ground transport growth not the day-to-day operations. Ground transport includes car parking, car rental concession operations, rideshare, taxis, buses and associated facilities

This specialist role has the responsibility for the Airport's growing ground transport business, ensuring positive and productive customer and tenant relationships are maintained, and contractual arrangements are satisfied, along with the development, analysis and revenue optimisation of car parking business, car rental concession and other ground transport operations.

Newcastle Airport's Values

TRUST - always acts with integrity

ENGAGED - passionately exchanges thoughts and ideas to generate an actively creative environment

COMMITTED - doing what you'll say you do

ACCOUNTABLE - having the courage to be held accountable and to hold others accountable

RESULTS DRIVEN - strive to ensure results are achieved

Key accountabilities and responsibilities

- > Develop, implement, and manage car park business yields including the optimising the appropriate mix of parking pricing, capacity, utilisation, propensity to park (strike rate) and other parking trends
- > Investigate, develop, and implement new car parking products and services
- > Develop and implement car parking, car rental, ground transport and ground access facilities demand, supply, and staging delivery strategies
- > Directing of activities related to the customer experience of car parking including marketing and promotional activities in conjunction with Corporate Affairs team
- > Establish and lead the customer philosophy for car parking via the development of customer contact strategies and on-line booking system arrangements
- > Develop and implement the car rental concession business arrangements and manage the interface and co-ordination of facilities with Operators
- > Manage and facilitate external transport operators (buses, taxis, ride share) and associated matters through appropriate commercial arrangements (ie lease, licence)
- > Develop, implement and monitor car parking, car rental and ground transport equipment, facilities, financial & reporting systems, safety & government regulation requirements, and customer experience arrangements with internal service provider teams (ie Operations, FM, Finance, P&I & Corporate Affairs).
- > Maintain and develop the relationships with all ground transport services to effectively coordinate the administration of the airport's ground transport portfolio.
- > Delivery quality and timely communications, updates, and written reports
- > Delivery effective stakeholder management, corporate communications, and customer / internal engagement programs.

Qualifications and experience

Essential

- > A positive, resilient, honest and ethical approach to business
- > Demonstrated experience in a ground transport management role preferably within the aviation sector, shopping centre, car parking, car rental, or transport environments
- > Demonstrated experience with On-line booking system for car parks, airlines, hotels, or similar business
- > Detailed knowledge and experience with car park systems (ie Skidata) or similar equipment & systems
- > Demonstrated experience in marketing and promotional activities with car parking or similar business
- > Experience in logistics, business management, or a related field
- > Advanced skills in Microsoft Office applications
- > Highly developed communication skills (written, verbal, interpersonal, negotiation)
- > Highly developed organisation skills (personal organisation and work organisation)
- > Professional appearance, presentation, and demeanour
- > Valid motor vehicle drivers' licence

Desirable

- > Tertiary qualifications in a business-related discipline
- > Understanding of business management and development processes
- > Experience in organising and administering meetings
- > Experience in presenting to groups or small audiences
- > Experience in preparing & presenting Board, Strategy & Management Papers & Reports along with associated financial business case requirements

Work Health and Safety

The NAPL Managers have a responsibility to:

- > Remain abreast of changes in environmental and WHS legislation, Codes of Practice and Australian Standards
- > Ensure and promote conformance with statutory requirements and NAPL WHSMS requirements.
- > Promote and embed a safety culture
- > Ensure that appropriate investigations are conducted for hazards and incidents, and implement identified corrective actions

While at work NAPL workers must:

- > Take reasonable care for their own health and safety
- > Take reasonable care that their acts or omissions do not adversely affect the health and safety of other persons
- > Comply with any reasonable instruction that is given to allow NAPL to comply with the WHS Act
- > Cooperate with NAPL policies and procedures relating to health or safety.

Value Behaviours

Our culture is underpinned by core values and behaviours, which define how we do business. All employees are expected to demonstrate our values and behaviours at all times, as follows:

Value	Behaviours
Trust Always acts with integrity	✓ Practices open and transparent communication.
	✓ Is a supportive team player.
	✓ Consistently demonstrates honesty and ethical behaviour.
	✓ Demonstrates a healthy respect for others, equality and inclusiveness.
	✓ Applies an open door policy and is willing to offer input and ask for help.

Value	Behaviours
Engaged Passionately exchanges thoughts and ideas to generate an actively creative environment	✓ Supports other staff in need across the business.
	✓ Shares knowledge and collaborates with others.
	✓ Approaches work with a positive attitude.
	✓ Supports progressive and forward thinking.
	✓ Openly engages in healthy conflict by respectfully discussing different ideas and opinions.
Committed Doing what you say you'll do	✓ Helpful and assists other staff / teams in need wherever possible.
	✓ Consistently "walks the talk" by doing what they say they'll do.
	✓ Consistently demonstrates a "can do" attitude.
	✓ Reliable and consistent in their approach to work.
	✓ Open and adaptable to change to meet the growing needs of our business.
Accountable Having the courage to be held accountable and to hold others accountable	✓ Open to giving and receiving constructive feedback as an opportunity to learn.
	✓ Takes responsibility for their actions.
	✓ Proactively seeks advice and input from others to stimulate learning and innovation.
	✓ Is committed to being truthful with each other.
	✓ Applies consistent standards across the organisation.
Results Driven Strive to ensure results are achieved	✓ Adopts a strategic approach to achieve business goals.
	✓ Adopts big picture thinking and commitment to achieving business goals.
	✓ Ensures goals are clearly understood which they are focussed on achieving.
	✓ Employs effective strategies to ensure goals are achievable.
	✓ Prioritises own work effectively and communicates capacity constraints early.

Position description approved

Employee _____ Date _____

Supervisor _____ Date _____