

WHITEHORSE CITY COUNCIL

Position description

Job title: Business Support Advisor	
Classification: Band 6	Effective Date: May 2025
Reports to: Senior Economic Development Officer, Investment and Economic Development Unit	Tenure: Permanent Part Time (0.8FTE)

About Us:

At Whitehorse City Council, community is at the heart of everything we do.

We aspire to be a healthy, vibrant, prosperous and sustainable community. We enable this through strong leadership and community partnerships.

We strive to stay ahead of evolving changes and needs of our community.

Our five key principles empower our employees to be innovative and provide an excellent customer experience. We are a resilient organisation where everyone belongs.



CREATE - Our Values and Behaviours:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. Our employees 'live' these shared values. In living these values we also ensure that everyone has a voice and that everyone matters.

Collaboration

We work flexibly together to achieve outcomes and solve problems.

Respect

We actively listen, value diversity and care.

Excellence

We adapt, respond, learn and grow.

Accountability

We take responsibility and follow through on our promises.

Trust

We act with integrity and are empowered to make decisions.

City of Whitehorse is a culturally and linguistically diverse community. We are proud of the diversity of our workforce and recognise the strength this provides in meeting the needs of our community. We are committed to upholding a safe, inclusive and respectful workplace that values the contribution of all.



WHITEHORSE CITY COUNCIL

Position description

Whitehorse City Council is committed to being a child safe organisation. We recognise our responsibilities to keep children and young people safe from harm and have established policies, procedures and training to achieve these commitments.

Goal Statement

The Business Permit Support Advisor will be the first point of contact for local businesses connecting with Council. They will guide new and existing businesses through permit and licensing applications, regulatory processes, gathering insights from various Council departments to provide businesses with the support they need.

They will encourage innovation, continuous improvement, investment and collaboration within the business community, positioning Whitehorse City Council as a business-friendly council with a thriving local economy.

Responsibilities

Position Specific Responsibilities

- Deliver high-quality, tailored support and guidance to local businesses regarding Council services and requirements.
- Provide a central customer service point and improve the customer experience by coordinating the internal permit referral process.
- Develop and deliver engaging internal and external communications through a range of platforms, focused on promoting success stories of businesses starting up in Whitehorse and the importance of businesses to the local economy.
- In consultation with the Senior Economic Development Officer and Coordinator Investment and Economic Development, establish and monitor data to measure the effectiveness of the Business Permit Support Service.
- Create positive working relationships with businesses, stakeholders, industry bodies, and community groups through direct engagement.
- Advocate for Whitehorse as a commerce-friendly region while collaborating on the creation and evaluation of business support programs that align with Council's Investment and Economic Development Strategy and associated Investment Attraction Strategy (in development).
- Coordinate projects that support businesses in Whitehorse.

Corporate Responsibilities

- Adhere to all Corporate Policies, Procedures and the Organisational Goals and Values in the current Whitehorse City Council Collective Agreement.

- Understand and adhere to the Risk Management Policy (as it relates to the employees work area) and related procedures that are designed to minimise injury and/or loss to individuals, assets and equipment.
- Report any matters that may impact on the safety of Council employees or citizens, assets and equipment.

Accountability and Extent of Authority

Budget: Nil

Staff responsibility: Supervises contractors, consultants and students as required.

- At times the position will involve undertaking investigative and analytical work to assist with policy development.

Judgement and Decision Making

- This role is responsible for coordinating business permit advice in a timely and efficient manner.
- It requires strong problem-solving skills and effective cross-organisational collaboration.
- Operating with a high degree of autonomy and professionalism, the position works under limited direction.
- The role has the authority to make decisions on routine, day-to-day matters; however, non-routine or politically sensitive issues must be referred to the Senior Investment & Economic Development.
- The position will also ensure the Senior Economic Development Officer is fully briefed on all non-routine matters.

Specialist Knowledge and Skills

- Proficiency in interpersonal and negotiation skills, including a strong customer service focus.
- Well-developed creative and problem-solving skills to formulate practical solutions to complex issues and problems.
- Experience with and an appreciation of the importance of SMEs to the local economy and the issues facing these businesses.
- A strong understanding of Council permits and processes and the disciplines related to continuous improvement initiatives.

- Excellent computer skills, with an understanding of the capabilities and applications of a variety of programs including:
 - Pathway (preferred but not essential)
 - Records Management (Content Manager CM9/TRIM)
 - Database management / CRM systems
 - Website management
 - Social media applications
 - The Microsoft suite, including Microsoft Teams and Outlook.

Qualifications and Experience

Qualifications/ Certificates /Licences:

- A tertiary qualification in a relevant discipline such as Business Administration, Customer Service, Economic Development, Development Planning or lesser formal qualifications.
- Demonstrated experience in working with and/or in a small or medium business.
- Demonstrated experience in working with organisational operating processes and systems.
- Excellent communication skills and experience in the preparation of correspondence, project briefs and reports.
- Experience gained within a Local Government setting is advantageous.

Interpersonal Skills

- Exceptional oral and written communication skills.
- The ability to liaise with other Council departments, businesses, contractors and the community to build positive working relationships.
- Facilitation and negotiation skills to manage links between businesses and Council departments.
- Ability to listen to and interpret the needs of customers to provide a responsive and concise service delivery.
- Ability to gain customer and staff cooperation to cope with and/or resolve conflicts.
- Applicants from diverse backgrounds, including those who speak Mandarin, are encouraged to apply.

Key Relationships:

- **Internal Liaisons:** Customer Service, Development Planning, Environmental Health, Community Laws, Building, Traffic and Transport, Communications and other areas of the organisation as appropriate.
- **External Liaisons:** Businesses, Business and Trader Associations, peers from neighbouring Councils, and other levels of State Government including the Department of Jobs, Skills, Industry and Regions (DJSIR).

Management Skills

- Ability to work with various business groups across the City to achieve outcomes. Ability to manage time, set priorities, plan and organise own work.
- Ability to actively contribute as part of a team in the delivery of Council's Investment and Economic Development Strategy.

Application Requirements

- Satisfactory National (and International as applicable) Criminal History Check.
- Working with Children Check.
- A valid Victorian driver's licence.
- Australian Certified Economic Developer (ACEcD) accreditation preferred.

Key Selection Criteria

1. Experience, knowledge and appreciation of the operational needs and challenges of business, particularly small and medium enterprises.
2. Previous experience in a customer service, regulatory, or business support role, ideally within local government or similar setting.
3. Strong customer service focus, with a focus on exceeding customer expectations and monitoring outcomes to facilitate continuous improvements initiatives and providing an exemplary customer experience with Council.

4. Demonstrated experience maintaining productive working relationships with a diverse range of stakeholders, including local businesses, business associations, Industry and Government.
5. Strong organisational and project/program management skills with the ability to manage multiple initiatives, monitor outcomes and provide data-driven recommendations for improvement.

Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Kneeling/Squatting Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.		As required	
Hand/Arm Movement Tasks involve use of hand/arms		As required	
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.		As required	
Standing Tasks involve standing in an upright position		As required	
Reaching Tasks involve reaching above head, and above and equal to shoulder height		As required	
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects		As required	
Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another		As required	

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body		As required	
Keyboard Duties Tasks involve sitting at workstation and using computer.		Daily	
Satisfactory Vision Standard of vision required equal to that required for driver's licence			

Any other relevant comments: