Whitehorse City Council

Position description

Position title: Coordinator Investment and Attraction	
Classification: Senior Executive Officer	**Effective Date**: December 2026
Reports to: Manager Communications, Advocacy and Investment	**Tenure**: Permanent
People Leader to: Senior Investment and Economic Development Advisor, Business Experience and Investment Advisor, Advocacy, Investment and Communications Advisor	**Location**: Civic Centre, Nunawading, with offsite attendance as required

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	Respect	Excellence	Accountability	Trust
We work flexibly together to achieve outcomes and solve problems.	We actively listen, value diversity and care.	We adapt, respond, learn and grow.	We take responsibility and follow through on our promises.	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 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 Coordinator Investment and Attraction leads Council's economic development and investment attraction and visitor economy activities to strengthen Whitehorse's economy and deliver long-term community benefit. The position provides organisation-wide strategic leadership and influence on Council's economic, investment and attraction priorities.

The position builds influential relationships across government, industry, business and the investment sector to advance Council priorities, attract private and public investment, and support thriving, resilient precincts across Whitehorse.

The role provides strategic leadership and advice on economic opportunities, investment initiatives and advocacy priorities, working across Council and with external partners to position Whitehorse as a competitive, connected and attractive place to invest, work and do business.

Key Responsibilities

Position Specific Responsibilities

- Lead the development and implementation of Council's investment attraction approach, identifying and pursuing opportunities that strengthen the Whitehorse economy and support thriving precincts.
- Oversee delivery of the Investment and Economic Development Strategy, translating strategic priorities into coordinated programs, partnerships and investment outcomes.
- Lead the implementation of the Visitor Economy Plan in line with the Investment and Economic Development Strategy.
- Identify, assess and prioritise market, sector and industry opportunities that have the potential to generate economic, employment and investment benefits for Whitehorse.
- Drive opportunities to increase economic activity across Whitehorse, including initiatives that strengthen the visitor economy and tourism potential.
- Lead site and land identification activities to support investment attraction and provide clear information to prospective investors.
- Develop and promote compelling investment propositions, generate qualified investment leads and oversee investment facilitation from initial enquiry through to outcome.
- Build and maintain productive relationships with private investors, developers, business leaders, industry bodies and other external partners.

- Build and maintain effective relationships with State and Federal Government representatives, agencies and other decision-makers to advance Council's advocacy priorities.
- Working closely with the Senior Advocacy Advisor, support Council's grants function, including proactive identification and assessment of external funding opportunities and coordination of priority submissions and support for businesses.
- Lead the Community Accelerator Program, as part of the Council Plan actions while it is funded.
- The position provides organisation-wide strategic leadership on advocacy as it relates to growth and economic development outcomes, investment and attraction matters and influences Council's priorities, partnerships and resource allocation in these areas.
- Lead complex, high-impact initiatives and partnerships that require coordinator across multiple areas of Council and external government, industry and investment stakeholders.

Corporate Responsibilities

Self-Leadership:

- Formulate effective working relationships, build trust and gain confidence across all levels of organisation and external contacts.
- Clearly communicate information to a range of audiences.
- Negotiate, problem solve and influence in pursuit of unit/ team and organisational objectives. Model initiative and decisiveness.
- Apply and share knowledge gained through experience and exposure to experts, colleagues and stakeholders.
- Manage a dynamic workload with competing priorities and operate independently effectively under pressure.
- Actively seek, reflect and act on feedback, showing a clear capacity and willingness to modify behaviour. Apply strengths and mitigate weaknesses and limitations.
- Proactively seek opportunities for development and growth.
- Values driven actively modelling integrity, equity, fairness and transparency.

People Leadership:

- Manage and oversee the setting of goals in line with Council and unit/ team strategies and plans, expectations and providing performance guidelines.
- Sharing expertise in area of discipline to develop the professional skills of others across unit/ team and as relevant, the organisation to ensure Council builds expertise and capability.
- Lead unit/ team planning, budgets and reporting, including evaluating progress, results and trends.
- Provide equitable and sound people leadership, (including ensuring appropriate training, development, and motivation) to ensure that unit/team performance is measured and proactively managed.

- Lead, motivate and develop people to improve culture, engagement and performance, aligning people and organisational goals.
- Foster an environment that encourages new ideas and provides support for the development of emerging skills.
- Actively assist with the delivery of Council's key priorities and ensure effective monitoring and reporting of progress.
- Act as the ambassador for organisational culture and values. Ensure values are embedded and upheld by role modelling constructive behaviours to build trust and support high standards of performance.

Unit/ Team Leadership:

- Plan, seek, allocate and monitor resources to achieve service outcomes on time and on budget.
- Manage unit/ team performance against expectations of service.
- Think and act strategically, particularly in relation to unit/ team level strategies, programs and approaches.
- Leverage external networks to ensure Council's service planning and delivery maintains pace with industry leaders.
- Identify and develop changes to policy and procedure in areas of responsibility through a lens of continuous improvement

Organisational Leadership:

- Ensure implementation and compliance of organisational policy, legislative and regulatory requirements.
- Exercise financial management responsibilities and financial and P&C delegations when required.
- Make a considered and strategic contribution to the development and enablement of Council vision, direction and goals to serve the community and advance the organisation recognising an evolving Local Government context.
- Lead in the spirit and practice of Council's Values and Code of Conduct, Collective Agreement and applicable policies, procedures and practices.
- Oversee team/ unit awareness of and compliance with relevant regulations and legislation.
- Ensure that risk management principles are adopted in all decision-making processes within the team.
- Undertake identification, reporting and resolution of risk management activities (including that staff are appropriately trained) and ensure that all relevant operating procedures provide for a safe working environment.
- Oversee appropriate care and use of relevant assets and equipment.

Accountability and Extent of Authority

Budget: Accountable for the strategic allocation and effective management of resources across the portfolio to achieve Council's strategic priorities and outcomes.

Staff responsibility: The position is responsible for providing strategic leadership, supervision, coaching and capability development to a small team supporting advocacy, investment and grants outcomes.

Judgement and Decision Making

- The position is accountable for the development, implementation and monitoring of Council's investment attraction, advocacy and grants activities.
- The position has authority to provide strategic advice, set priorities, allocate resources and coordinate initiatives within agreed organisational delegations and governance frameworks.
- The position makes decisions and recommendations informed by economic data, market intelligence, policy developments, investment opportunities and stakeholder priorities.
- The position exercises judgement in assessing advocacy and investment opportunities, prioritising initiatives and determining the most appropriate engagement approach with internal and external stakeholders.
- Makes high-level decisions within delegated authority and determines priorities, approaches and resource allocation for significant advocacy, investment and economic development opportunities. Decisions may have significant organisational-wide, financial, reputational and community impact.

Specialist Knowledge and Skills

Licences and Experience:

- Advanced understanding of economic development, investment attraction, advocacy and government relations in a local government or similarly complex public-sector environment.
- Strong knowledge of economic drivers, market conditions, industry trends and investment factors that influence local and regional economic activity.
- Demonstrated ability to identify, assess and progress investment opportunities, including market analysis, site and land identification, investment proposition development, lead generation and investment facilitation.
- Strong capability in stakeholder mapping, relationship management, negotiation and influence, including engagement with government representatives, investors, developers, business leaders and industry organisations.
- Strong understanding of government investment logic and the development of compelling funding and investment propositions.
- Valid Victorian driver's licence.

Technology:

- Ability to use contemporary office, communication, data analysis and reporting systems to support stakeholder engagement, economic analysis, investment tracking, reporting and preparation of strategic advice.

Qualifications and Experience

Qualifications/ Certificates:

- Relevant tertiary qualification in economics, economic development, business, commerce, public policy, planning, investment, government relations or a related discipline.
- Postgraduate qualifications in a relevant field are highly regarded.
- Significant senior-level experience in economic development, investment attraction, government relations or a related field.
- Demonstrated experience leading complex stakeholder relationships and delivering strategic outcomes across government, business and investment environments.

Interpersonal Skills

- Highly developed written communication skills, including the ability to prepare strategic briefs, business cases, investment propositions, reports and executive-level advice.
- Highly developed verbal communication, presentation and negotiation skills, with the ability to represent Council confidently in senior external forums.
- Demonstrated ability to build, influence and maintain high-level relationships with government representatives, private investors, developers, industry and other strategic stakeholders.
- Ability to work collaboratively across organisational boundaries and align multiple stakeholders around shared priorities and outcomes.

Key Relationships:

- The position liaises with internal stakeholders across Council, including; CEO, Executive Leadership Team and Councillors to identify advocacy priorities, align resources and coordinate initiatives that support economic outcomes and investment attraction.
- The position maintains professional relationships with State and Federal Government representatives, agencies and other decision-makers to advance Council's investment and economic development priorities.
- The position builds and maintains productive relationships with investors, developers, business leaders, industry bodies and other external partners.
- The position works closely with the Senior Advocacy Advisor to align Council's advocacy, government relations and grant-seeking activities.

Management Skills

- Provide strategic leadership to a small team, setting clear priorities and expectations and ensuring resources are aligned to agreed outcomes.

- Lead, coach and develop employees to strengthen capability, support performance and make effective use of individual and team strengths.
- Establish appropriate governance, reporting and decision-making arrangements to support effective delivery of the advocacy, investment and grants functions.
- Manage competing priorities across a complex portfolio and align people, budgets, programs and initiatives to organisational objectives.

Leadership

- Manage and Develop People: Engages and motivates staff, develop capability and potential in others.
- Creates a climate in which people across the organisation want to do their best.
- Leads engagement in effective performance management, development planning and talent identification.
- Drives executive capability development and ensures effective succession management practices.
- Creates a climate in which senior staff value regular feedback, continuous learning and new experiences Ensures workforce management systems, policies and practices are inclusive of all individuals.
- Plans for future workforce capability needs including developing partnerships Instils a sense of urgency around addressing performance problems among leaders in the organisation.
- Inspire Direction & Purpose: Communicates organisational goals, priorities and vision and recognise achievements
- Articulates a shared vision of the organisation's future, described in measurable terms, and communicates the way forward.
- Actively drives alignment of policy and practices with strategy.
- Generates enthusiasm and commitment to goals and cascades understanding throughout the organisation.
- Communicates the context and parameters surrounding organisational strategies.
- Celebrates success and high performance and supports regular workplace activities to build a positive culture.
- Optimise Workforce Contribution: Hires and deploy people effectively and apply sound talent management and workforce planning principles.
- Ensures that operating models, systems, processes and workforce structure are aligned to key organisational strategies.
- Oversees the workforce management strategy to ensure the organisation is the right size and shape to deliver outcomes.
- Champions the benefits of diversity and ensures hiring practices attract diverse applicants and minimise selection biases.
- Ensures talent management processes and resources are in place to inform L&D priorities, investment decisions and succession planning.

- Facilitates partnerships with other organisations to strengthen workforce capability.
- Lead and Manage Change: Initiates, supports and champions change, assist others to accept and engage with change.
- Communicates a compelling case for change and articulates vision, objectives and benefits for different audiences.
- Analyses the change context to develop the right change approach for the organisation, community and region.
- Ensures regular communication throughout the change effort to build awareness, understanding, support and commitment.
- Ensures organisational structures, systems, processes and leadership are aligned to support and embed changes.
- Anticipates, plans for and addresses cultural barriers to change.

Application Requirements

- Satisfactory National Criminal History Check.
- Working with Children Check.
- Right to work in Australia.
- Relevant qualification/certification evidence as required.
- Valid Victorian driver's licence.

Key Selection Criteria

The following selection criteria are drawn from the essential requirements of the role:

1. Demonstrated senior-level experience developing and delivering economic development, investment attraction that achieve measurable economic development outcomes.
2. Demonstrated ability to identify, evaluate and progress investment and market opportunities, including investment proposition development, site or land identification, lead generation and investment facilitation.
3. Highly developed strategic judgement and analytical capability, with the ability to interpret economic, market, industry and policy trends and translate them into clear priorities, recommendations and investment or advocacy actions.
4. Demonstrated ability to build, influence and maintain high-level relationships with government representatives, private investors, developers, industry and other strategic stakeholders to advance complex organisational priorities.
5. Demonstrated leadership experience, including setting strategic direction, managing competing priorities, coaching and developing employees, and building a high-performing and accountable team.
6. Highly developed communication and negotiation skills, including the ability to prepare compelling strategic advice, investment propositions, funding submissions and executive-level briefings.

7. Demonstrated experience establishing governance, performance measures and reporting frameworks to monitor the effectiveness and impact of investment attraction and economic development activities.

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.	Accessing low storage or materials during site visits.	Occasionally	May occur briefly during site visits or when accessing low storage.
Hand/Arm Movement Tasks involve use of hand/arms.	Computer use, document handling, presentations and general office tasks.	Regularly throughout the day	Routine component of the role.
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.	Not a routine requirement.	Rarely or never	Not a routine requirement of the role.
Standing Tasks involve standing in an upright position.	Meetings, presentations, events and site visits.	Regularly	Includes external events and site inspections.
Reaching Tasks involve reaching above head, and above and equal to shoulder height.	Not a routine requirement.	Rarely or never	Not a routine requirement of the role.
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects.	Movement around Council facilities, precinct visits, site inspections and external meetings.	Regularly	Includes movement between locations and offsite attendance.

Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another.	Light items such as a laptop, documents or presentation materials.	Occasionally	Light items only.
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body.	Light objects only.	Occasionally	Light objects only.
Keyboard Duties Tasks involve sitting at workstation and using computer.	Writing, editing, reporting and communication.	Regularly throughout the day	Routine component of the role.
Satisfactory Vision Standard of vision required equal to that required for driver's licence.	Office-based work, driving and site visits.	Required	Standard vision requirements apply.

Any other relevant comments:

- The incumbent may be required to work from different locations within the municipality.
- The incumbent may be required to attend out of hours work meetings (e.g. Council briefings and meetings).