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| Job title: Economic Development Project & Events Officer | |
| Classification: Band 6 | Effective Date: November 2023 |
| Reports to: Coordinator, Investment & Economic Development | Tenure: One Year contract |

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

To develop and provide a comprehensive projects and events program for Council's Investment & Economic Development Strategy (I&ED) and supporting marketing and communications program.

Key Responsibilities

Position Specific Responsibilities

- Develop and implement tangible projects (including the marketing and communications) to encourage business growth in the municipality.
- Build strong awareness of Council's I&ED services and ensure local business has a comprehensive knowledge of and equitable access to the programs and services of Council's I&ED Unit.
- Advise, provide and implement a comprehensive marketing and communications framework working across a wide range of mediums including traditional print material, web sites, social media and consultation forums and presentations (including industry round tables and business events).
- Develop strategies and /or action plans aimed at promoting and facilitating Council's Place Making program/s.
- Provide advice and manage the marketing and communication of programs and services within the Unit (including digital platforms).
- Research and analyse a variety of data and information relevant to the local economy and prepare this for use by the local business community.
- Maintain and develop Council's business website "Wbiz", Box Hill website and I&ED Unit's pages and content on the corporate website by participating in the Council's content champion program.
- Manage the delivery of business-related workshops, seminars, events, programs in line with the annual event program schedule and as selected.
- Understand, monitor, and report on as necessary, key issues related to the strength, performance and developing trends of business and the local economy.
- Develop and maintain relationships with government agencies and the private sector stakeholders to identify and deliver mutually beneficial program/projects to assist in the delivery of Council's I&ED Strategy.

- Work with the Council's from the Melbourne East Economic Development group to achieve economies of scale by developing and implementing mutually beneficial programs/projects.
- Assists the Coordinator, Investment & Economic Development in the identification and development of corporate policies relating to marketing and communicating to Unit's programs and services.
- Work with stakeholders and relative associations e.g., Whitehorse Business Group to maximise the business objectives of the Unit.
- Develop strong professional relationships / partnerships within the local and wider business community.
- Understand and work towards improved methods of communication and engagement with local businesses, business groups, associations etc:
- Development strategies to facilitate sponsorship opportunities for the I&ED Unit's annual support program and services to assist in the delivery of Council's I&ED strategies.
- Provide timely and precise reports to Council on the Unit's activities as required.
- Create specialist content of the I&ED Units program and services to be applied across Council's communication platforms.

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: Project based responsibility.

Staff responsibility: Supervises consultants / contractors as required.
Supervises program assistance staff from time to time.

Judgement and Decision Making

Primary focus on problem solving with considerable emphasis on program development and implementation of strategies which require solutions needing creativity, originality and innovation. High degree of autonomy and professionalism, under limited direction. Position has authority to make decisions on all routine day to day matters, but matters requiring decisions of a non-routine or politically sensitive nature are to be referred to the Coordinator, Investment & Economic Development. Fully briefs the Coordinator, Investment & Economic Development on all non-routine issues.

Specialist Knowledge and Skills

Certificates/Licences and Experience:

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

Qualifications and Experience

- Tertiary qualifications in a field relevant to marketing and communications, economic development and/or business are essential along with demonstrated experience in an appropriate role.
- Marketing qualifications, grant/sponsorship procurement, web communications and social media experience are particularly advantageous. Alternatively lesser formal qualifications combined with substantial relevant experience are required.
- Sound knowledge and understanding of relevant Federal, State and Local economic development legislation, policies, strategies and programs.
- Highly developed project management, presentation, marketing and communications skills.
- An understanding of small business operations and political nous.
- Analytical and investigative skills to enable input into the development of policy and program options.
- An understanding of the long-term goals of Council in relation to the political context in which it operates.
- Experience and ability in preparing, implementing, and evaluating marketing and communication strategies across a wide range of mediums including newsletters.
- Experience and ability in preparing project briefs, grant applications and managing consultants.

Technology:

Must be; proficient in the use of MS Word, Excel and PowerPoint, familiar with the Internet and web systems, skilled in and have an understanding of the Windows environment.

Other technical skills and experience:

- Ability to develop an understanding of relevant Federal, State and Local economic development legislation, policies, strategies and programs.
- Ability to provide input into the Program budgeting process.
- An understanding of small business operations
- Contribute to discussions with counterparts in other organisations to discuss relevant matters.

Interpersonal Skills

- Exceptional oral and written communication skills to enable the incumbent to work with, gain cooperation from and motivate a range of stakeholders including Councillors and other employees.
- Well-developed community liaison and public relations skills.
- Ability to appropriately represent and report to Council in a wide range of public forums.
- Ability to interact with and promote Council within the business community.
- Ability to write reports suitable for Council level in area of expertise, along with guidelines and action/business plans.

Leadership/management:

- Commitment to supporting an integrated team approach while also being self-motivated and capable of working independently.
- Exceptional time management and administrative skills to enable achievement of objectives despite conflicting pressures.
- An achievement and results oriented attitude to the role.

Key Relationships:

Liaises with staff and management across the organisation and is also required to report to Executive Leadership Team and Councillors on established programs from time to time. The position is required to establish, maintain and develop a professional relationship with individual businesses, key industry associations, relevant government departments and agencies on matters that pertain to growth of business

opportunities and business development in the City of Whitehorse. The position is required to establish, maintain and develop a professional relationship with individual businesses, key industry associations, relevant government Departments and agencies on matters that pertain to growth of business opportunities in the City of Whitehorse.

Management Skills

Liaises with staff and management across the organisation and is also required to report to Executive Management Team and Councillors on established programs from time to time. The position is required to establish, maintain and develop a professional relationship with individual businesses, key industry associations, relevant government departments and agencies on matters that pertain to growth of business opportunities and business development in the City of Whitehorse.

Other Attributes: (Desirable)

- Advantageous if applicant is skilful at using the web and social media as a key marketing tool.
- Local Government experience is also advantageous.

Notes and comments: (Include items applicable to this position)

- Short listed candidates may be required to attend a pre-employment medical examination.
- A current driver's licence that meets the requirements of Vic Roads is essential.
- May be required to attend out of hour's meetings as required.

Key Selection Criteria

1. Tertiary qualifications in a field relevant to marketing, communications and/or economic development and/or business are essential, complimented with demonstrated experience in a business appropriate role. Alternatively require lesser formal qualifications combined with substantial relevant business experience. Local Government experience is advantageous.
2. Highly developed project management, presentation, marketing and communications skills with an understanding of small business operations and political nous.
3. Sound knowledge and understanding of relevant Federal, State and Local economic development legislation, policies, strategies and programs.
4. Proficient in Microsoft suite of programs and data management platforms.

5. Ability to perform within a team environment whilst leading key projects and tasks.

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: