

Position Description: **Senior Business and Investment Officer**

POSITION DETAILS

Position grade	Grade 12		
Position type	Permanent, full-time		
Reports to	Coordinator Economic Development		
Department	Environment and Planning – Place and Engagement		
Job function group	Professional		
Staff reporting responsibilities	Nil	Budget responsibility	Nil

Our purpose is to provide valuable services that strengthen and support the Cumberland Community. Decisions, actions and behaviours are governed by our Code of Conduct and Values and the delivery of our services is aligned to the commitments outlined in our Community Strategic Plan, Delivery Plan and Operational Plan. All employees have an accountability to ensure work and conduct is aligned to these.

In contributing to the overarching vision, the Senior Business and Investment Officer supports and assist in the development and delivery of engagement and marketing plans in support of local business and services community and for the promotion oinvestment across the Cumberland City local government area. In addition, the role will strategically develop and implement local projects that create improved connections between people and places, making cumberland a great place to live, work and visit.

This will be achieved though the development and implementation of a range of place-based initiatives and projects that engage, activate, and deliver outcomes for neighbourhood s and local town centres across Cumberland including business engagement programs, community andplace-based events, destintation and cultural tourism initiatives.

This role is responsible for:

- Promoting and supporting economic development and investment attraction programs in the Cumberland City Council local government area
- Maintaining relationships with internal and external stakeholders including the local business community, governmental and non-governmental organisations to promote the Cumberland City local government area as an attractive commercial destination

- Developing and assisting with programs to build the capacity and knowledge of key stakeholders to ensure effective communication outcomes
- Encouraging local business to actively participate in community events and activities.

QUALIFICATIONS AND EXPERIENCE

Essential

- Tertiary qualifications in a related discipline (e.g. Business, Marketing, Economics, Real-Estate, Communications, Marketing, Media, Tourism management, Destination development) and/or experience in a similar role
- Excellent interpersonal skills with the ability to liaise with a variety of internal and external contacts
- Demonstrated and well-developed advocacy and influencing skills
- Ability to effectively negotiate to effectively negotiate outcomes with internal and external stakeholders
- Commercially minded, full of ideas and passionate, creative, ability to think innovatively.
- Project management skills to ensure delivery of projects on time and on budget
- A proven record in the provision of excellence in customer service
- Well-developed written and verbal communication skills and demonstrate ability to prepare reports
- Well-developed research, analytical skills, and ability to work independently and as a team member
- Experience in planning and delivering events (e.g., networking events)
- Demonstrated experience in or working knowledge of place-based disciplines e.g., Place Making/ Management / Activation
- Class C driver's licence.

Desirable

- Minimum of 2 years' experience in a similar role with transferable experience or skills
- Experience working in local government.
- An understanding of the needs and issues confronting businesses and a sound knowledge of current business practices and how local government approaches community engagement, economic development, and destination planning.

EMPLOYMENT SCREENING CHECKS

- ☐ Qualification/s verification
- ☐ Drivers licence check (completed upon commencement and in line with Council's annual drivers licence check)
- ☐ Criminal record check



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DUTIES AND RESPONSIBILITIES

Strategy and Planning

- Conduct an analysis of town centres to identify strengths and needs, business mix and essential services operating at any given time
- Regularly liaise with local business and industry, industry organisations and associations to encourage, assist and facilitate the development and investment of Cumberland City
- Develop and initiate efficient methods of engagement and data collection and maintain appropriate databases
- Actively support a broad range of initiatives for increased liaison with the business community including meetings, economic and business-related content for Council's website and other projects as identified
- Maintain an up-to-date knowledge base of the trends that effect Cumberland City at a local and regional level to ensure appropriate measures can be taken to sustain development focusing on support of local business in town centres.

Operations and Project Delivery

- Develop an understanding of the needs and capabilities of the community and develop, promote, and provide a program of high quality and relevant educational seminars, training, workshops, and other support programs to stakeholders to maximise their opportunities
- Identify and pursue internal and external partnership and funding opportunities for projects, education, and networking opportunities
- Build the capacity of Cumberland's stakeholders, developing connections for Cumberland businesses to sources of State, Federal, philanthropic, and private funding
- Support and develop recommendations for cutting red tape and improving council services and support
- Undertake administrative duties and report writing on a range of project related matters relevant to the role including correspondence, presentations, reports, preparation of grant/funding submissions, records management, budgeting, and contract development.

Relationship Building and Network Development

- Establish, develop, and coordinate relationships and linkages within Council, the community and other external authorities and groups, including facilitation of regular stakeholder meetings and representing Council as required.
- Effectively network with, community organisations, local and regional forums, peak bodies, and government departments on a broad range of stakeholder and city related matters and projects, ensuring Cumberland Council are involved and informed on key issues and opportunities.
- Develop effective and innovative communications mechanisms to ensure regular, timely, accurate exchange of information with key stakeholders



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Financial Management

- Manage and be accountable for any allocated Engagement and Place budget to ensure cost effectiveness, achievement of budget targets, delivery of savings and innovations and accurate and timely reporting of budget performance.

YOUR CORPORATE ACCOUNTABILITIES

Work Health and Safety (WHS)

- In accordance with Council's Work Health and Safety Statement, all employees have a responsibility to take reasonable care of their own health and safety, and that of others. To meet this commitment, all levels of management shall be held responsible for ensuring all staff are aware of and have sited this statement.
- Implement, monitor and, or comply with Council's WHS Management System, including but not limited to Safe Work Method Statements, Safe Work Procedures, WHS Policies/Statements, Standard Operating Procedures, Risk Assessments/Work Instructions and associated system tools in their relevant work area
- Comply with any reasonable instructions from Council's Managers in compliance with the WHS Roles and Responsibilities Procedure
- Wear all personal protective equipment (PPE) applicable to this position and comply with Council's Personal Protective Equipment Procedure
- Comply with Council's COVID-19 Vaccination Procedure throughout employment with Council
- The Executive Managers, Managers, Coordinators and Team Leaders are responsible, and will be held accountable, for ensuring WHS policies and programs are effectively implemented within their areas of control, to support all under their immediate control and hold them accountable for their specific responsibilities.

Child Safe Organisation

- Council fully supports the aims and objectives of NSW Child Protection Legislation and associated provisions, and will implement all necessary measures to ensure a safe and supportive Council environment, which endeavours to promote child safe, child friendly practices.
- If this position is designated as child-related as defined by the Office of the Children's Guardian, you will be required to hold a valid Working with Children Check (WWCC) if over the age of 18. It is an offence under the NSW legislation for barred workers to apply for or otherwise attempt to obtain, undertake or remain in child-related employment.
- If this position is not currently designated as child related, Council may review this at any time and choose to amend the position to be designated as child related. Employees will be duly notified if this was to occur.

Fraud and Corruption Prevention

- Council constantly strives to improve our practices to ensure we uphold the highest ethical standards. Council has a zero tolerance approach to any fraud and corruption, and all staff are required to participate in and support fraud and corruption control initiatives. All officers must report any potential fraud or corruption misconduct to their Manager, Director, or



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Council's Internal Ombudsman in the first instance, who is obliged to inform the General Manager. Council also has a Public Interest Disclosures Policy which you should review, outlining that Council will consider each report and make every attempt to protect the staff member making the report from any form of reprisal.

- Comply with Council's ethical conduct, risk management and policy frameworks and Fraud and Corruption Control Plan and Policy.
- Follow and implement any risk based controls and procedures identified for the Business Unit to help prevent and detect any fraudulent and corrupt activity.

Customer Service

- Cumberland City Council are committed to striving for the delivery of excellent customer service. All employees will be held accountable to provide excellent service and the highest level of professionalism whilst performing the duties outlined in their position description.
- To contribute to this customer service oriented culture, it is expected that all employees respond to customer enquiries via all channels of communication relevant to your position, including phone calls, emails and requests/applications tasks via Council's customer request management system. You will also be expected to provide information in a timely, accurate and reliable manner in your position to ensure you deliver a positive customer experience.

SIGNATURE AND ACCEPTANCE OF POSITION

Employee name

Employee signature

Date of acceptance



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