



## POSITION DESCRIPTION

POSITION DETAILS			
<b>Position Title:</b>	Economic Development and Tourism Manager		
<b>Position Number:</b>	202	<b>Standard Position Hours:</b>	35 Hours
<b>Directorate:</b>	General Managers Unit	<b>Unit:</b>	Economic Development
<b>Salary Grade:</b>	14	<b>Award Band and Level:</b>	Band 3 Level 4
<b>Position Reports to:</b>	Director Corporate and Community Services		
<b>Staff Management:</b>	8 (6.45 FTE)		
<b>Budget Responsibility:</b>	\$1.3 Million		
<b>Date Created:</b>	1 October 2012	<b>Date Last Reviewed:</b>	November 2019
<b>Version:</b>	3	<b>Document Number:</b>	DOC2014/000727

### ORGANISATIONAL ENVIRONMENT

Cessnock City Council employs approximately 320 employees and is responsible for a local government area of approximately 1,950 square kilometres within the Hunter Valley of New South Wales, approximately 120 kilometres north of Sydney and 40 kilometres west of Newcastle.

Cessnock City Council provides a diverse range of services and facilities for the residents and visitors of the local government area. Cessnock City Council comprises of 3 Directorates:

- Works and Infrastructure
- Planning and Environment
- Corporate and Community Services

### ORGANISATIONAL CONTEXT OF POSITION

The Corporate and Community Services directorate manages services associated with the following functions within Cessnock City Council;

- Finance and Administration
- Information Technology
- Community and Cultural Engagement
- Economic Development and Tourism

Economic Development Services is responsible for leading developing and overseeing the implementation of strategic economic development and tourism objectives.

### WORKPLACE HEALTH & SAFETY

The Responsibilities, Authorities and Accountabilities (RAA's) applicable to this position is Level 3.

For specific WHS Responsibilities, Authorities and Accountabilities applicable to this position, refer to the WSH RAA Handbook.

The person accepting this position is required to read and comply with the RAA's applicable to this position.

## PRIMARY OBJECTIVE

The primary objectives of this position are to:

- Promote and facilitate economic development, tourism, business and employment opportunities in the Cessnock LGA and the Hunter Region in line with the Regional Plan and Joint Organisation of Councils;
- Development and implement Economic Development and Tourism strategic plans;
- Promote and facilitate community development and assist the business community in their efforts to achieve economic and financial growth within the Cessnock LGA community and to enhance the appeal of the area and to maximise grant opportunities:
- Work closely with the General Manager and, where agreed by the General Manager, the Mayor, in advancing the Cessnock LGA and the Hunter Region relating to Economic Development and Tourism: and
- Work closely with the Planning and Environment team to promote new industry, business and residential development in line with land use planning opportunities and in line with Council's strategic plans.

## KEY ACCOUNTABILITIES

1. Lead and manage the Economic Development and Tourism unit including goal setting, performance management, staff development, succession planning and fostering a high performing team.
2. Lead and manage the ongoing identification of significant opportunities for economic development and tourism consistent with Council's policies and strategies, and actively pursue initiatives to take advantage of such opportunities.
3. Research and compile relevant data and statistics for use by existing businesses and potential investors.
4. Develop, facilitate, manage and evaluate the implementation of Council's priority economic development and tourism policies and strategies in line with Council's Delivery and Operational Plan.
5. Investigate, identify and pursue government financial assistance /funding opportunities for economic and community development in the local government area.
6. Manage Council's grant application process to maximise Council's and community opportunities to receive grant/subsidy revenue by identifying and co-ordinating the preparation of high quality grant/subsidy applications for eligible projects.
7. Actively promote Council's economic development and tourism activities with local business and community and in consultation with Council's Media and Communications team through local and regional media channels.
8. Provide assistance and advice to proponents of significant economic development projects/activities, and work in partnership with relevant Council officers.
9. Provide expert knowledge and advice to the Council, the General Manager, Executive Leadership and Management Team and others as required, in relation to high order economic development issues.
10. Develop and maintain close working relationships with key stakeholders to place Council in an effective advocacy position on local and regional economic development opportunities, and represent Council on external entities and forums.
11. Oversee the operation of Council's Visitor Information Centre.
12. Manage projects which deliver qualitative and/or quantitative economic benefits.
13. Any other accountabilities or duties as directed which are within the employee's skills, competence and training.

## POSITION SELECTION CRITERIA

### Essential

1. Degree qualification in economics, tourism, business or other relevant discipline.
2. Demonstrated extensive experience in a similar role, with sound understanding and experience of economic development and tourism in a local and/or regional context.
3. Demonstrated ability to successfully lead, motivate, develop and support a multi-disciplinary team to deliver outcomes and provide quality service within budgets and statutory provisions.
4. Demonstrated experience in the development of strategic and operational plans, and the proven ability to deliver results, in a complex socio-political environment.
5. Demonstrated sound knowledge of small business and commercial principles and experience in the development and expansion of business opportunities.
6. Demonstrated excellent research and analytical skills with a demonstrated capability to develop innovative policies and strategies and a good understanding of emerging economic development issues.
7. Demonstrated high level of interpersonal, written and verbal communications skills, including public presentation skills, with the proven ability to communicate with a wide range of stakeholders, both internal and external and build effective working relationships with people at all levels of the organisation.
8. Demonstrated well developed negotiation and conflict resolution skills with the proven ability to negotiate mutually beneficial outcomes.
9. Demonstrated ability to preparing high quality research, reports and funding submissions.
10. Demonstrated capability to identify and actively pursue economic development opportunities to achieve meaningful and tangible outcomes; achieve/deliver results and benefits to Council and Local Government area stakeholders.

### Highly Desirable

1. Post graduate qualifications.

## SIGNATURE

### Employee

Full Name:

Signature:

Date: