

Position Description

Position title:	City Activation Officer
Directorate:	Strategy and Engagement
Service Unit:	Community, Strategy and Innovation
Reports to:	Innovation and Futures Manager
Direct reports:	Nil
Salary point:	15
Work location:	City Administration Centre, 12 Stewart Avenue, Newcastle CBD
Date revised:	January 2020

What's it like working at the City of Newcastle?

We are focused on making a real difference in our community and achieving our vision of **creating a smart, liveable and sustainable global city**. We are proud to deliver services valued by our community. People come first at the City of Newcastle, which means providing employees with meaningful work and capacity for work life balance. As a large local organisation, the City of Newcastle offers opportunity to develop in your current role, grow into future opportunities and reach your full potential.

Our organisation's values are **Cooperation, Respect, Excellence and Wellbeing** which are underpinned by our behaviours of courage, trust and pride. Together, our values and behaviours support our decision making, our day to day interactions and everything we do.

What's it like working in Community, Strategy and Innovation?

The Community, Strategy and Innovation (CSI) unit provides internal services to enable plans, activities and services to be developed, monitored, delivered and reported. CSI also works externally across other levels of government promoting Newcastle, advocating for our community, driving innovation, economic opportunities and furthering wellbeing.

CSI prepares strategy for Newcastle people, business and environment, has impact in the city by leveraging technology, supporting business, start-ups and creatives and works at a community level to reduce inequality, promote inclusion and support cultural expression.

Our vision is to deliver on the Newcastle 2030 Community Strategic Plan and CN's adopted Delivery Program and Operational Plan through:

- Corporate strategy and analytics for the organisation;
- Economic development across the Greater Newcastle Metropolitan area, promoting investment, viable business conditions and jobs growth;
- Innovation to improve our Newcastle lifestyle and attract investment and jobs;

- Development of government and key stakeholder relations, collaborations and partnerships to promote Newcastle;
- Social planning and community development, including advocacy for and on behalf of our community to resolve local issues and
- Sustainability and mitigation strategies for energy innovation, efficiency and emission reductions.

What's the focus of this position?

The City Activation Officer (CAO) role forms part of the City Economy portfolio. The role is responsible for developing and delivering projects and initiatives that contribute to the sustainable growth and activation of the City and night-time economy in Newcastle.

This includes responsibility for projects within the Newcastle After Dark Night-time Economy Strategy and the Live Music Strategy, as well as the broad strategic development of place activation initiatives supporting Newcastle as a liveable city.

What you'll be doing:

- Develop, implement and monitor the delivery of strategic documents guiding the sustainable growth and diversity of the city economy.
- Use creative thinking and innovative practices to create value propositions for potential partners, whilst promoting continuous improvement and efficiency.
- Drive initiatives which increase overall visitation and value of attractions, investments and experiences in the City.
- Establish and nurture collaborative networks and strategic partnerships between Council, businesses, community, government agencies and other relevant organisations to deliver positive outcomes in pursuit of The Community Strategic Plan 2030.
- Design and facilitate community engagement and capacity building models to support the development of relevant industry sectors and maximise collective ownership of strategies and actions.
- Research analyse and report on trends with specific regard to cultural and creative aspects of economic development and devise practical strategies to respond to trends.
- Organise, coordinate and resource meetings of the Licenced Premises Reference group and other relevant committees including working with members to ensure positive outcomes for the City and relevant statutory requirements are met.
- You will be required to carry out other duties that are within the limits of your skills, competence, training and/or experience as directed by your Manager.

The essentials you'll need:

- Relevant tertiary qualifications and/or extensive work experience in economic development, night-time economy business development or related field.
- Demonstrated experience in the delivery of complex place or precinct projects including knowledge of business environments.

- Contemporary industry knowledge and demonstrated experience in the development and implementation of place activation and product development initiatives.
- Sound understanding of the economic and policy challenges facing the creative economy sector.
- Highly developed strategic analysis and policy development skills coupled with the ability to apply these in a multi-disciplinary environment within complex legislative environments.
- Demonstrated ability to independently research, analyse, and solve complex and dynamic problems.
- Solid project management experience with the ability to coordinate and manage multiple projects throughout a lifecycle from conception and deployment to completion and evaluation.
- Highly developed written and verbal skills with a particular emphasis on the capacity to communicate complex strategic concepts to wide range of audiences.
- Proven ability and skills in stakeholder engagement and management, including negotiation and conflict resolution.
- Demonstrated experience in identifying, applying for, managing and acquittal of grants.

Other valuable skills you may have:

- Previous experience and familiarity with legislative and planning frameworks influencing the local government environment.
- Effective consultation design and workshop facilitation skills including capacity to prepare and deliver high-quality public presentations.
- An ability to attend meetings outside regular office hours.

We'll encourage you along the way

We will partner with you to support your performance and ongoing development to ensure you are fully prepared for future challenges as this position and our organisation adapts and evolves.

I acknowledge that I have read and understood the requirements and responsibilities of this position as detailed in the Position Description (PD) and have discussed the PD with my Manager.

Employee Name:	
Employee Signature:	
Date:	