

POSITION DESCRIPTION

City Marketing and Strategic Partnerships Officer

POSITION NUMBER	9009
DIRECTORATE	City Strategy and Innovation
SECTION	City Strategy and Innovation
REPORTS TO	Coordinator Strategy and Innovation
DIRECT REPORTS	NIL
GRADE	16
CONDITIONS OF EMPLOYMENT	Local Government (State) Award 2017
DATE PREPARED	September 2019
DATE LAST UPDATED	January 2020

1. PURPOSE OF THE POSITION

Located within the Strategy and Innovation team the primary purpose of the position is to develop, implement, coordinate and drive strategies that:

- 1.1 Position the city and unify city marketing in line with best practice.
- 1.2 Position and market Georges River Council and the Local Government Area (LGA), as a strong and influential entity in both Greater Sydney and NSW;
- 1.3 Drive, support and encourage economic growth and business prosperity. Including the development and implementation of policies and projects that drive economic growth, attract and facilitate investment and improve business sustainability;
- 1.4 Build strategic partnerships with state and federal government, other Councils, key advocacy groups, the local business community, and the community sector to deliver on the vision and strategies for Georges River;
- 1.5 Advocate for a better city and better local governance and services.

2. KEY ACCOUNTABILITIES

- 2.1 Development and implementation of a City Marketing Strategy aligned to the Reputation Strategy
- 2.2 Develop and implement innovative marketing and promotional strategies, in line with the marketing plan and the Georges River Council Strategic Priorities to communicate with key stakeholders, increase brand awareness and improve perceptions of the City and the Council
- 2.3 Be an influential advocate for Council in relation to legislation, olic , grant funds and infrastructure decisions
- 2.4 Development and implementation of programs and projects on economic development.

- 2.5 Be responsible for implementing programs, projects and policies determined by the Council's approved Community Strategic Plan and Management Plans
- 2.6 Develop and maintain relationships, communication channels and linkages with key departments within Council, the business community and other external authorities and groups, including the facilitation of regular stakeholder meetings
- 2.7 Provide advice on City Marketing to Councillors, Council staff and the community
- 2.8 Manage projects involving the appointment of advisers and consultants and overseeing the delivery of the required outcomes
- 2.9 Undertake studies, research and strategic planning activities when required.
- 2.10 Identify sources of funding and grants available to Council and prepare application for suitable funding.
- 2.11 Undertake appropriate consultation on strategies, projects and programs and identify the views of the community and key stakeholders.
- 2.12 Prepare presentations and publications, and undertake workshops with Councillors and/or staff to discuss issues and review policies.
- 2.13 Build partnerships, alliances and collaborations with key agencies, advocacy groups, the business sector and the community, including the development of MOU's, joint projects and submissions.
- 2.14 Implement a working style that ensures cultural awareness and effective working relationships with a diversity of client groups.

3. WORKPLACE HEALTH AND SAFETY

'There is always time to work safely'. We all have a responsibility for Workplace Health and Safety. All employees must observe safe work practices and operating procedures and comply with the requirements of the WHS legislation and Council's Policies and Procedures relating to Workplace Health and Safety.

4. MODEL CODE OF CONDUCT

Council's Model Code of Conduct sets out minimum standards of conduct that is expected of employees and which we must adhere to. Employees must be impartial and fair in dealings with residents, customers, suppliers, general public and with each other in order to retain trust, confidence and support.

5. EQUAL EMPLOYMENT OPPORTUNITY

Georges River Council wants to build a workplace free from discrimination and harassment. It is the responsibility of all employees to ensure that they treat all colleagues and customers with respect and professionalism without regard to non-relevant criteria or distinctions.

6. COUNCIL'S POLICIES, MANAGEMENT GUIDELINES AND PROCEDURES

Comply with all Council's Management Guidelines, Policies and Procedures

7. CUSTOMERS

- 7.1 Provide effective service to Council customers and the community
- 7.2 Provide effective service to internal customers
- 7.3 Present a positive image of council



8. LIMITS OF AUTHORITY

Please note that this position holds delegations pursuant to section 378 of the Local Government Act. Responsibilities are to be exercised in accordance with Council's Delegations of Functions.

9. SELECTION CRITERIA

Qualifications, Certificates & Licences

9.1 Relevant graduate degree or qualifications in economics, business, marketing or a related field.

Essential

9.2 Significant experience in business development , marketing or a related area

9.3 Demonstrated experience in working in an autonomous manner to develop and implement programs.

9.4 Demonstrated experience in economic policy development and implementation.

9.5 Demonstrated experience in project management in relation to developing, co-ordinating and managing projects, including the management of consultants.

9.6 Demonstrated analytical, problem solving and investigative skills in relation to economic development matters.

9.7 Excellent written communication and research skills.

9.8 High level interpersonal and networking skills with proven ability to build and maintain effective business and working relationships.

9.9 Demonstrated public speaking/presentation skills of a high order.

9.10 Excellent time management and organisation skills with experience managing competing priorities.

9.11 Knowledge of and commitment to WH&S and EEO principles.

9.12 Driving Licence Class C (Car)

Desirable

9.13 Knowledge and understanding of local government.

EMPLOYEE ONLY

I have read and understand the content of this Position Description and undertake to meet the key accountabilities in an appropriate manner.

Employee Name: _____

Signature: _____

Date: _____

