

Position Description

TITLE	Tourism and Business Development Officer
CLASSIFICATION	BAND 6
SERVICE UNIT	Economic and Community Wellbeing
DIRECTORATE	City Planning and Community
POSITION NO	441053
POSITION REPORTS TO	Coordinator Business, Events and Grants
DATE REVIEWED	January 2019

POSITION OBJECTIVE

To develop and implement tourism and business development initiatives and policies that support the local economy.

CORPORATE RESPONSIBILITIES

Manningham City Council (MCC) expects all employees to:

- display MCC's Values: honesty, inclusiveness, transparency, equity and respect
- act in accordance with the Employee Code of Conduct
- adhere to all MCC policies, procedures and guidelines as required
- adopt risk management principles in all decision-making processes and apply in day-to-day activities
- comply with all Occupational Health & Safety policies
- apply the principles of Equal Opportunity in the workplace
- display a willingness to work towards Continuous Improvement.

KEY RESPONSIBILITIES

1. Support Manningham Businesses and Retail Precincts

- Develop, implement and review retail precinct development programs and projects.
- Facilitate consultation and engagement with traders, trader associations, business leaders and the general public on a range of projects including retail precinct infrastructure improvements.
- Implement a range of programs and initiatives that seek to develop, educate and promote the local business community, home-based-business and retail precincts.
- Facilitate Council's involvement in promotion of retail / shopping precincts.
- Gather and interpret business intelligence on the needs and issues facing business in Manningham.
- Develop cooperative relationships with local businesses, and coordinate sponsorship proposals

and relationships to effectively deliver on agreed sponsorship funding opportunities.

2. Facilitation of Tourism Development

- Liaise with internal and external stakeholders to increase awareness of tourism projects, review existing projects and identify and develop partnership opportunities.
- Coordinate the delivery of tourism and business development focused events that develop and grow tourism-related skills in Manningham's business community, including home-based-business.
- Take an active role in facilitating collaborative and co-operative relationships and partnerships relevant to business and tourism development both internally and externally.
- Identify, develop, implement, monitor and review tourism related promotion projects, programs and initiatives in Manningham.

3. Council, Reports, Policies and Strategies

- Drive the implementation of the Manningham Economic Development Strategy with particular focus on tourism and business precincts.
- Contribute to other Council strategies which impact or benefit local economic development e.g. Council Plan, Green Wedge Strategy, Healthy City Strategy.
- Provide input to state-wide economic development and tourism plans including Plan Melbourne and Destination Melbourne.
- Have input into Council's Sponsorship Policy and oversee the development of innovative and effective sponsorship proposals.
- Prepare relevant Council reports, briefings, presentations and correspondence on issues relating to economic development, sponsorships and tourism.

4. Professional

- Represent and promote Council's interests with regard to business and tourism development, with a clear understanding of the corporate vision and relevant policies and strategies, as required.
- Identify and secure grants and sponsorships.
- Facilitate sound community engagement activities.
- Provide professional analysis and research skills for a range of projects and programs relevant to the position.
- Actively participate in relevant industry networks and activities.
- Attend offsite meetings, events and other activities (out of business hours on some occasions).

POSITION REQUIREMENTS

Accountability and Extent of Authority

- Accountability for the effective and efficient delivery of the Manningham Economic Development Strategy 2011 – 2030, with particular focus on business and tourism and development, as well as any other relevant projects in the local business community.
- Authority to make decisions, recommendations and provide advice to Council, staff and management on retail precinct and business issues.

Judgement and Decision Making

- Responsible for decisions, recommendations, reports and advice to Council, staff, other authorities and the community on relevant processes, policies and

	practices.
Specialist Knowledge and Skills	<ul style="list-style-type: none"> • Ability to translate theoretical knowledge into practical application. • This position requires specialist skills in the area of commerce and marketing coupled with an understanding of the issues faced by tourism and business operators. • Ability to motivate, influence and work closely with individual businesses and trader/business associations. • Understanding and experience in sponsorship delivery and implementation of agreements through relationship management. • Understanding of the issues and trends facing business and the tourism industry. • Ability to apply theoretic knowledge and research to practical situations • Understanding and experience in coordinating consultation and engagement of a range of stakeholders' including understanding impacts on business. • Flexibility to attend activities such as meetings and events out of normal business hours and offsite from Council offices.
Management Skills	<ul style="list-style-type: none"> • Ability to manage time, set priorities and achieve targets in the completion of a diverse range of activities. • The ability to manage complex projects and to supervise and direct less experienced staff and project consultants.
Interpersonal Skills	<ul style="list-style-type: none"> • Well developed interpersonal skills with the ability to liaise with and gain the co-operation of all levels of management, staff, businesses and the community. • The ability to work under the direction of other staff as a member of a multi-disciplinary team and to work independently in the completion of required tasks. • Strong written and verbal communications skills.
Qualifications and Experience	<ul style="list-style-type: none"> • A qualification in commerce, marketing, communications, events management, tourism or an allied discipline. • Relevant experience in a business related field.

PREREQUISITES

- Qualification in commerce, marketing, communications, events management or an allied discipline.
- Relevant work experience in a business related role.
- Drivers licence valid in Victoria

KEY SELECTION CRITERIA

1. Ability to motivate, influence and work closely with individual businesses and trader, business and tourist associations.
2. Understanding and experience in coordinating consultation and engagement of a range of stakeholders' including understanding impacts on business.
3. Ability to apply theoretic knowledge and research to practical situations
4. Ability to manage time, set priorities and achieve targets in the completion of a diverse range of activities.

-
5. The ability to manage complex projects and to supervise and direct less experienced staff and project consultants.
 6. Understanding of the issues and trends facing business and the tourism industry.
 7. Flexibility to attend activities such as meetings and events out of normal business hours and offsite from Council offices.
 8. Strong written and verbal communications skills.