

Melton City Council

Coordinator Economic Development and Tourism

Position Description

PD: 00002

A vibrant, safe and liveable
City accessible to all

1. Position details

Position Title	Coordinator Economic Development and Tourism
Directorate	City Futures
Business Unit	Economy and Place
Position Classification	Band 8
Enterprise Agreement	Melton City Council Enterprise Agreement No 10 2022 - 2026 or any successor enterprise agreement.

2. Organisational relationships

Reports to	Manager Economy and Place
Supervises	Economic Development & Tourism Team members
Internal liaisons	<ul style="list-style-type: none">• Senior Leadership Team• Executive Leadership Team• Other Council Staff
External liaisons	<ul style="list-style-type: none">• Local, regional, State & Federal Bodies• State Government Departments• Local businesses• Landowners & Developers• Prospective investors

3. Our Organisation

1. Council Values

Our Values; Vibrant Melton or **M**otivate, **E**mpower, **L**ead, **T**rust **O**pen and **N**urture represent how we behave and operate in all our interactions with community and each other. At Melton City Council our diversity is our strength. We foster an inclusive workplace where everyone, regardless of who they are or what they do for our organisation, is equally involved and supported in all areas of Council.

2. Occupational Health and Safety

Each employee has the right to a safe working environment and should advise their Manager/ Supervisor of any risk or condition which could result in accident or injury. Each employee is responsible for their own health and safety; to adhere to Melton City Council procedures, participate in appropriate safety education and evaluation activities.

3. Melton City Council Policies and Procedures

Our policies and procedures are set out in various documents located throughout the organisation and electronically on the intranet. It is the responsibility of each employee to familiarise themselves with these policies, procedures, including our Employee Code of Conduct.

4. Child Safe Environment

Melton City Council is committed to being a child safe organisation and has Zero tolerance for child abuse. Melton City Council is committed to creating and maintaining a child safe organisation where protecting children and preventing and responding to child abuse is at the centre of our everyday thinking and service delivery. It is the responsibility of each



employee to familiarise themselves with the Child Safe policy and procedure, including the Child Safe Code of Conduct.

5. General Information

The incumbent can expect to be allocated duties, not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from persons occupying positions at this classification.

4. Position objectives

- Lead and develop a high performing Economic Development and Tourism team with the strategic objective to stimulate the local economy and provide high valued programs and support to an engaged business community.
- Lead the continued development of Council's Venture Melton Business Network Program to ensure member retention and growth and high levels of engagement and participation in membership offerings.

5. Key responsibility areas

- Effectively lead Council's Economic Development team to deliver strategic outcomes, programmes, events, and projects.
- Develop an annual business plan for the Economic Development team that provides clear objectives and key performance indicators for program areas and lead its timely and effective implementation, ensuring strong project management practices are embedded within the team.
- Identify and manage funding submissions that support economic development initiatives and programs for the local business community.
- Oversee the implementation of the department's events and marketing activities.
- Broker meaningful relationships with the State Government, industry bodies and the local business community that create positive economic outcomes and build capacity within the business community.
- Maintain a thorough and up to date knowledge of investment, labour market issues and programs at the Local, State and Commonwealth level.
- Promote existing business growth and attract new investment to improve local employment opportunities.
- Activate business precincts to stimulate local activity and community pride.
- Develop and lead the implementation of the Venture Melton Business Network Program that provides a high value proposition to members that both retains and grows a highly engaged membership base.

6. Accountability and extent of authority

- Deliver strategic outcomes, programmes, activities and projects as defined while developing and interpreting policy.
- Manage a large team or tertiary qualified employees or employees with extensive experience and the application of all applicable human resource policies and procedures.
- Appropriate management and expenditure of a significant departmental budget with periodic reviews and timely and accurate financial reporting.

- Represent Council and build relationships with external bodies with the intent of promoting Council's economic development agenda, actions taken may have a substantial effect on the public perception of the Council.
- Operate according to legislative requirements, subordinate legislation, policies and guidelines to achieve set goals and objectives.
- Provide advice in area of professional knowledge and experience to internal and external stakeholders, the freedom to act is governed by the goals and policies of the Council.
- Exhibit a strong dedication to Work Health and Safety (WHS) accountability by adhering to pertinent WHS regulations, policies and procedures, actively fostering a secure work environment, and proactively mitigating potential workplace risks.

7. Judgement and decision making

- High level judgment in the selection of appropriate strategies, techniques and tasks to advance Council and departmental objectives.
- Skills in researching unspecified range of options and using information to draw sound conclusions, determine the most appropriate course of action and develop recommendations for senior management.
- Initiative to develop creative and innovative solutions to achieve objectives where methods, procedures and processes are less well defined.
- Exercise a degree of autonomy and self-sufficiency as guidance may not available within the organisation.
- Undertake forward planning for the ongoing development and implementation of business unit activity to ensure corporate goals are achieved.
- Make recommendations and provide advice to Council, Council officers and government agencies in relation to strategic economic development and tourism matters and policy development.

8. Specialist skills and knowledge

- Skills and experience in developing and implementing strategies to foster local employment and build capacity and support within the local business community to deliver positive economic development outcomes.
- Thorough understanding of tourism and the related networks required to achieve maximum value, with the knowledge and skills to appropriately brand, promote and leverage the unique characteristics, features and attractions of the City of Melton municipality.
- Knowledge of investment, employment and labour market issues with an understanding of the long-term goals of the Council and of its values and aspirations and of the legal and socioeconomic and political context in which it operates.
- Skills in policy development and policy interpretation.
- Research and analysis skills including the ability to derive high value and actionable insight.
- Demonstrated project management and contract management skills, including ability to plan and manage recurrent expenditure and monitor supplier performance.
- Proficient computer skills including the ability to effectively use MS Office and other relevant software packages.

- Demonstrated experience in communicating, leading, motivating and improving a team to effect change and undertake continuous improvement.
- Knowledge of State and Local Government programs, funding and policies relevant to this position, and/or the ability to seek out or establish links with current relevant projects.
- Sound knowledge and familiarity of principles and practices of budgeting and accounting/financial procedures is essential with some experience in managing budgets.

9. Management skills

- Demonstrated ability to lead, coach, supervise and develop staff.
- Proven time management and goal setting skills with the ability to set priorities and plan and organise work in an environment of competing and changing demands, ensuring the achievement of objectives and goals while considering organizational and external constraints and opportunities.
- Engage and manage external consultants with extensive experience to deliver projects and outcomes.
- Exhibit strong independent work ethic and effectiveness in completing tasks without requiring supervision.

10. Interpersonal skills

- Highly developed verbal and written communication and presentation skills to convince.
- Ability to persuade or negotiate and build productive relationships with a range of stakeholders from diverse interests and backgrounds from external organisations and government.
- Lead, engage and positively motivate staff.

11. Qualifications and experience

- Tertiary qualifications in Business, Marketing, Economics or related discipline with further formal qualifications in the field of expertise, alternatively lesser formal qualifications together with extensive and diverse experience, or intensive specialist experience.
- Substantial experience in economic development, tourism and/or related business or corporate environments.
- A demonstrated track record of success in the achievement of strategic objectives and substantial program and project delivery.
- Research and data collection experience.
- Current valid Victorian Driver's Licence.

12. Key Selection Criteria

1. Tertiary qualifications in Business, Marketing, Economics or related discipline with further formal qualifications in the field of expertise, alternatively lesser formal qualifications together with extensive and diverse experience, or intensive specialist experience.
2. Demonstrated skills and experience in the planning, management and delivery of programs and projects which provide demonstrated economic benefits to the local community.
3. Well-developed project management skills.
4. Lead staff to achieve agreed outcomes.



- 5. Thorough understanding of the issues affecting business and a demonstrated ability to liaise with, and develop solutions, in partnership with business.
- 6. Research and analysis skills including the ability to derive high value and actionable insight.
- 7. Highly developed verbal and written communication and presentation skills.
- 8. Experience and achievement in managing events and marketing activity.

I confirm I have read the Position Description, understand its content and agree to work in accordance with the requirements of the position.

<div>Director City Futures</div> <div>Approved by Position Title</div>	<div>April 2024</div> <div>Date Approved</div>	
<div></div> <div>Incumbent's name</div>	<div></div> <div>Signature</div>	<div></div> <div>Date</div>

