

RETAIL AND EXPERIENCE ECONOMY OFFICER

Position Description



Position number:	1475
Classification:	Band 7
EA:	Moreland City Council Enterprise Agreement
Directorate:	Place and Environment
Branch:	City Strategy & Design
Unit:	Economic Development
Reports to:	Unit Manager Economic Development
Supervises:	N/A
Approved by:	Manager City Strategy and Economy

Organisational vision:

One team, brave and diverse, making a difference

Organisational values:



With the community at the heart, this is our promise:



Position objectives

- To support the retail sector and local shopping strips in Merri-bek through the coordination, governance and support of existing and future associations and special charge schemes.
- To review and activate specific programs, such as the Shopping Strip Renewal Program (SSRP) ensuring that activity centre priorities are supported through special programs and business development activities.
- To ensure that Merri-bek's retail sector, experience and visitor economy, and Brunswick Design District are supported and developed through strategic alliances, partnerships and projects.

Key responsibility areas

- Work constructively with, monitor and oversee the activities and reporting of existing and future Special Charge Business Associations and facilitate high level relations that will build the retail and shopping strip business capability in Merri-bek. Current associations are:
 - Sydney Road Brunswick Association
 - Central Coburg Business Association
- Work with these and future Associations to develop programs for shopping strip businesses that will assist with business planning, mentoring, special charge governance, and sustainability.
- Oversee the governance of the establishment and coordination of special charge / rate schemes in Merri-bek.
- Review and develop policy, and in particular to direct the Shopping Strip Renewal Program (SSRP) through priority planning and program delivery.
- Provide Council with key information through Council Reports and annual updates.
- Facilitate and promote retail promotional activity through existing and future Council publications and marketing tools.
- Represent the retail industry sector on appropriate committees or working groups.
- Develop positive stakeholder engagement and relations.
- Undertake tasks as required to support the continuation and active promotion of the Love Merri-bek, Buy Local website and program and similarly design projects in future.
- Undertake tasks as required to support the continuation of initiatives within the Merri-bek Visitor Attraction Action Plan and to support Merri-bek's experience and visitor economy.
- Develop and undertake activities that improve the appearance and amenity of local shopping strips, such as vacant shop activation and working across and with other Council business units to deliver place activation and beautification projects.
- Regularly review and analyse data related to the retail, experience and visitor economies, including from sources such as SpendMapp, .id economic profile and Council's Smart City tools, and disseminate insightful analysis and findings to internal and external stakeholders.

- Help formulate and undertake tasks as required to support the continuation of initiatives through the Brunswick Design District in cooperation with Council's MoU partners Creative Victoria and RMIT University.
- Work with creative and design-related businesses and organisations to develop programs and support networks that advance Council's objectives for the Brunswick Design District.
- Work cooperatively with other members of the Economic Development team, as directed by the Unit Manager Economic Development, to support beneficial economic development and employment generation outcomes across the City of Merri-bek.

Employee competencies and accountabilities

Competencies:

- **Community and Customer Focus:** Building strong customer relationships and delivering community / customer-centric solutions.
- **Ensures Accountability:** Holding self and others accountable to meet commitments.
- **Collaborates:** Building partnerships and working collaboratively with others to meet shared objectives.
- **Courage:** Stepping up to address difficult issues, saying what needs to be said.

Accountabilities:

- Behave ethically when undertaking duties, ensure strong and effective fraud and corruption controls are established and regularly reviewed for the work area and provide advice and educate Branch staff.
- Merri-bek City Council is committed to being a Child Safe organisation and has zero tolerance for child abuse. We believe children and young people have the right to be and feel safe and that their safety and wellbeing is the responsibility of everyone. It is expected that the successful incumbent of this position will adhere with the above statement and Council's Child Safety and Wellbeing Policy and Procedures whilst undertaking their duties.
- Lead risk management practice by identifying, assessing, influencing, preventing, treating and monitoring risk relevant to the role, the work area and broader organisation.
- Champion customer-centric behaviours and staff and community engagement that supports collaboration and richer outcomes.
- Implement and maintain Continuous Improvement System standards and procedures.
- Incorporate Council's environmental sustainability objectives and targets into projects and programs.
- Promote and participate in a culture of environmental sustainability.
- Implement and maintain health and safety standards and procedures according to legislation and consistent with MoreSafe.
- Demonstrate effective leadership on OHS matters.
- Undertake all duties with an awareness of and sensitivity to diversity and equity in accordance with Council policy.
- Ensure that complete and accurate records relating to business activities are maintained and stored in Council's electronic records management system (including correspondence, reports, emails) in accordance with Council policy.

Other duties:

- Required to undertake other duties as directed.

Organisational relationships

Internal Relationships	All relevant staff across the organisation including cross-departmental teams and multidisciplinary project working groups, with strong links to Directorate branches (Places, Strategy, Planning, Transportation, Sustainable Development and Urban Design).
External Relationships	Trader groups and business associations (especially Sydney Road Brunswick Association and Central Coburg Business Association) Traders and businesses Regional and local partners Brunswick Design District MoU Partners – Creative Victoria & RMIT University Mainstreet Australia Consultants, including Geografia (SpendMapp) and .id consulting

Job characteristics relevant to the position

The following Job Characteristics should be read in the context of the definitions describing the characteristics required of a Band 7 employee as outlined in the Moreland City Council Enterprise Agreement (Schedule A - Classification Definitions - 7. Employee Band 7).

1. Accountability and Extent of Authority:

The incumbent is responsible and accountable for:

- Implementing Key Responsibilities and Duties within budget and timelines.
- Responsible for the provision of specialist advice about the Retail sector and shopping strip business' Merri-bek in accordance with key Council strategies.
- Responsible for promoting activities that showcase and build the Retail sector.
- This position is accountable to the Unit Manager, Economic Development, Merri-bek City Council.
- To review and develop policy, and in particular to direct the Shopping Strip Renewal Program (SSRP) through priority planning and program delivery.

2. Judgement and Decision Making:

- The position requires the application of specialist knowledge to situations which require the understanding and practices of research to new and sometimes complex situations.
- The incumbent requires the ability to recognise when a policy or procedure requires updating and will provide recommendations to the Manager Economic Development.
- Ability to work on programs and activities with limited supervision.
- Ability to identify problems and recommend solutions within the scope of expertise.
- Guidance is not always available within the organisation.

3. Specialist Knowledge and Skills:

- Demonstrated experience in the management of business associations and stakeholder relations.
- Demonstrated ability to work with and promote Retail and shopping strip business.
- Knowledge and understanding of local and global retail trends.
- Ability to collect, review and analyse economic and retail data and to use it to inform decision making for both policy making and identifying and implementing strategies and actions.
- High level experience of the execution and coordination of special rate / charge programs.

- Demonstrated policy development, implementation and reporting experience.
- Ability to communicate (verbal and written) and gain cooperation from various Council departments, small and medium business owners, managers, and employees in a multi cultural and diverse socio- economic environment.
- Understanding of the long term goals of the Branch and wider organisation, and of its values and aspirations and of the legal and political context in which it operates.
- Knowledge and familiarity of principles and practices of budgeting and financial procedures.

4. Management skills:

- Demonstrated ability to manage time and set priorities to achieve specific and set objections despite conflicting pressures in the most efficient way possible within the resources available.
- Ability to develop constructive and effective stakeholder relationships.
- Demonstrated ability to complete tasks within agreed timeframes and work under limited supervision.
- Excellent project management skills.

5. Interpersonal Skills:

- High Level interpersonal skills, incorporating verbal communication, liaison, and facilitation skills, with the ability to influence and gain co-operation of internal and external stakeholders.
- Demonstrated ability to communicate effectively with a wide variety of people from diverse business, cultural and socio-economic backgrounds.
- Excellent customer service ability with skills to deal with difficult people and complaints
- Ability to deal with difficult and complex situations.
- As a representative of Council in the business community the incumbent must be diplomatic and courteous when speaking to all members of the community.
- Experience in working constructively to develop long term productive business relations.
- Ability to liaise with their counterparts in other organisations to discuss and resolve specialist problems and with other employees within their own organisation to resolve intra-organisational problems.

6. Qualifications and Experience:

- A tertiary qualification in economics, marketing, business or similar field with relevant subsequent experience or a lesser formal qualification in a similar field with extensive relevant experience in economics, marketing, business or related field such as setting up or operating a small business.
- Additional experience or qualifications in a retail, tourism, creative industries or design-related field not essential but would be beneficial.
- Extensive experience in executing and overseeing Special Rate / Charge schemes.
- Experience in marketing and promoting small business.
- Understanding local government's role in business and industry development.
- Current Drivers Licence is essential.
- Strong practical experience in a customer service environment.
- Type qualifications and experience here.

7. Physical Requirements of the position

TASK ANALYSIS

In the course of his/her duties, a person in this position may be expected to work in or be exposed to the following conditions or activities as marked.

Condition/Activity	Constant	Frequent	Occasional	N/A
Manual handling weights -above 10kgs	()	()	(x)	()
-below 10kgs	()	()	(x)	()
Manual handling frequency	()	()	()	()
Repetitive manual work	()	()	()	()
Repetitive bending/twisting	()	()	()	()
Working with arms above head	()	()	()	()
Lifting above shoulder height	()	()	()	()
Using hand tools – vibration/powerful	()	()	()	()
Operating precision machinery	()	()	()	()
Close inspection work	()	()	()	()
Wearing hearing protection	()	()	()	()
Wearing eye protection	()	()	()	()
Working in dusty conditions	()	()	()	()
Working in wet/slippy conditions	()	()	()	()
Wearing Gumboots	()	()	()	()
Wearing safety shoes/boots (steel cap)	()	()	(x)	()
Working with chemicals/solvents/detergents	()	()	()	()
Washing hands with soap (hygiene)	()	(x)	()	()
Working at heights	()	()	()	()
Working in confined spaces	()	()	()	()
Working in chillers (+4 degrees C)	()	()	()	()
Performing clerical duties	()	(x)	()	()
Working on a keyboard	()	(x)	()	()
Driving cars and/or trucks	()	()	(x)	()

8. Key Selection Criteria

Selection will be based on the following Selection Criteria; however, reference will also be made to other listed skills, knowledge, and attributes as required in the Position Description:

- A tertiary qualification in economics, marketing, business or similar field with relevant subsequent experience or a lesser formal qualification in a similar field with extensive relevant experience in economics, marketing, business or related field such as setting up or operating a small business.
- Additional experience or qualifications in a retail, tourism, creative industries or design-related field not essential but would be beneficial.
- Demonstrated ability to work and communicate with, and gain co-operation from, various Council Departments, small and medium business owners, managers, and employees in a multi-cultural and diverse socio-economic environment.
- Demonstrated ability to collect, review and analyse economic and retail data and to use it to inform decision making for both policy making and identifying and implementing strategies and actions.
- Policy development, implementation and reporting experience relevant to retail, visitor/experience economy and related business programs and activation.
- Experience in implementing and overseeing Special Rate / Charge schemes in shopping strips or similar.
- Excellent project management skills.
- Demonstrated ability to complete tasks within agreed timeframes under limited supervision.
- Excellent customer service skills and the ability to deal with difficult and complex situations.
- Current Drivers Licence.