

Position Description

Business Development Officer

Position Title	Business Development Officer	Role ID	CEIDO1
Division	Corporate Services	Unit	Destination, Communication and Customer Experience
Job Grade	6	Award	35
Reports To	Program Leader Destination and Industry Development		
Revised/Created	July 2022 – Created January 2024 – Minor updates		

Primary Objective

- To pursue, deliver and promote business and industry initiatives, aligned to Tweed and NSW regional plans, which support our local economy to thrive and generate sustainable economic opportunities to support our long-term future.
- To attract new and sustainable business and support existing Tweed businesses to thrive.

Values Statement

What We Value

Living and loving the Tweed.

We look after people and places, explore all opportunities and are proud of our passionate approach.

We care about each other, choose to be here, and are in this together.

We have conversations where everyone can contribute and we are willing to have a go.

We put back in to make a difference, so that our Tweed community is even better tomorrow than it is today.

Organisational Environment

CORPORATE SERVICES

The Corporate Services Division provides a comprehensive range of support services across the organisation in the areas of human resources, risk, work health and safety, corporate compliance, audit, administration, governance, communication, customer service, corporate relations, finance, revenue, information technology, GIS and Integrated Planning and Reporting.

The Group supports the General Manager and the three operational Divisions in a participative and consultative environment aimed at facilitating organisational performance and competitiveness.

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Destination, Communication and Customer Experience Unit

The Destination, Communication and Customer Experience Unit provides business partner support for communication, community engagement and customer experiences and develops our destination, tourism, industry and events. It informs, educates and engages with the Tweed community and staff so they get the most out of Council services and programs and creates quality customer experiences and delivers excellent customer service so that it is easy to do business with Council.

The Unit has four sections that support Council's 50+ services: Communication and Creative Services, Community Engagement and Events, Customer Experience and Digital Solutions and Destination and Industry Development.

The work environment is busy, responsive to customer demands and requires regular adjustment of priorities and activities. Council is committed to the principles of ecological sustainability in all operations and responsibilities.

The Position

The Business Development Officer is responsible for the day-to-day coordination of Council's business and industry development functions that support our local economy to thrive and generate sustainable economic opportunities for the long-term future. The position is responsible for:

- Delivering business and industry projects aligned to the Tweed and NSW regional plans and coordination of programs, campaigns, and events to attract new and support existing business in the Tweed.
- Coordination of placemaking and CBD activation projects in collaboration with other Council units and local business chambers.
- Business engagement, liaison, advice, networking, and support while representing the interests and position of Tweed Shire Council across the region.
- Communicating, consulting and connecting with business and industry to increase participation in Council and government programs, including liaison and support during the response, recovery and resilience phases of natural disasters.
- Delivering projects identified in Council's delivery plan and securing and acquitting grant applications for business and industry initiatives.

Informing, linking, and supporting local businesses to successfully access local, State and Federal government programs and initiatives. It is essential the incumbent possess a thorough knowledge of the Tweed and local economy; sound knowledge of the changing economy, and issues and general business practices affecting the region and small to medium businesses.



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The incumbent will possess well developed communication and negotiation skills to support building relationships with key stakeholders and a continuous improvement mindset.

The incumbent must be able to work flexible work hours, such as early mornings for business breakfasts and late evenings for Council meetings. The position is required to perform any other duties as directed by their Supervisor (within broad scope of job grade, skills and training) and contribute to a positive team culture and environment.

The work of the position includes, but is not limited to, the following:

Key Responsibility Areas	Associated Key Duties
1. Program delivery	<ul style="list-style-type: none">• Deliver strategic plans and actions, aligned to the Tweed and regional plans that support our local economy to thrive and generate sustainable economic opportunities to support our long-term future.• Identify and implement business and industry programs across Council, aligning projects, resourcing, and timing from a whole-of-Council point of view.• Maintain and oversee policy and protocols to improve business and industry functions across Council.• Review and assist with development of Council policy relating to economic development or business and industry investment using current industry best practice.• Identify and resolve resource and political impacts.
2. Business engagement, liaison and networks	<ul style="list-style-type: none">• Attract new and sustainable business to the Tweed and support existing business to thrive.• Liaise with and meet and greet Tweed businesses on a regular basis as the first point of contact / concierge function as required.• Ensure availability to the business community and be a proactive and positive presence.• Conduct regular listening posts, drop ins, surveys and catch ups with local business across all areas and industries of the Tweed, with a focus on non-tourism related business.• Develop and maintain networks of key stakeholder groups related to business and industry development in the Tweed, Northern Rivers and SE Queensland. Develop and maintain a contact database for key business and industry stakeholders.• Provide frontline advice, direction and subsequent advisory support to potential investor clients to enable them to confidently expand or relocate to the Tweed.• Provide advice and participate in project teams for Council services related to business, industry and economic development.

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	<ul style="list-style-type: none"> • Liaise and network with property owners, businesses and business groups to remain up to date on local issues relevant to Tweed's business and industry sectors. • Be key role in emergency management support during the response, recovery and resilience of our business community in times of natural disasters. • Coordinate Council's participation in the Small Business Friendly Councils (SBFC) program. • Coordinate 'industry welcome packs' to greet and welcome new business and new business networking opportunities. • Apply negotiation and conflict resolution skills, whilst being tactful and discrete when required. • Represent Council at external Economic Development stakeholder meetings when required.
3. Communication collaboration, events, and activations	<ul style="list-style-type: none"> • Promote a positive image of Council and represent its position and interests in relation to business and industry development at business chambers, industry associations, residents and community groups. • Prepare and deliver presentations to Council and community groups as required. • Regularly source and share industry content and information through Council's official communication channels to target business and industry. • Maintain Council's Business Investment Portal website and printed Guide with content and celebrate business profiles and local case studies. • Coordinate and continuously improve industry engagement and consultation processes in line with the Community Engagement and Participation Plan. • Coordinate regular business and industry events including October Business Month. • Coordinate CBD and business precinct activations, placemaking opportunities and events. • Facilitate (or source suitable facilitation services) business and industry meetings and external engagement activities where required.
4. Projects, grants and contract management	<ul style="list-style-type: none"> • Coordinate and deliver unit projects identified in the delivery program and other strategies using Council's project management methodology, systems and procedures. • Coordinate section contracts and agreements. • Monitor allocated budget and develop budget proposals and resource requirements for project initiation.

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	<ul style="list-style-type: none">• Identify, lobby and liaise with government bodies to maximise funding and support opportunities.• Prepare detailed and complex funding applications to Federal, State and Regional Agencies.• Prepare and submit all submissions, proposals, business cases, scope new solutions, progress reports and acquittals for funding applications.
5. Reporting, report writing, research, and analysis.	<ul style="list-style-type: none">• Write and prepare reports, business cases, proposals and submissions.• Report on performance in relation to strategic projects, service and individual KPIs and goals and projects using Councils corporate performance system.• Identify and pursue opportunities for Council to assist in the development of ideas, concepts and projects which have the potential to lead to the expansion of the region's economic and employment base.• Interpret economic and industry data from official sources and share this information with stakeholders.
6. Teamwork and administration	<ul style="list-style-type: none">• Contribute to strategy and organisational requirements through the Manager.• Contribute to a workplace culture consistent with Council and Destination, Communication and Customer Experience team values and performance standards.• Maintain relationships with colleagues to work collaboratively and achieve organisational outcomes, buy-in and resolve issues and conflicts.• Be respectful, inclusive and reliable and value diversity.• Provide prompt efficient and effective customer services to all internal and external clients. Respond to customer requests, contact centre enquiries and monitor all generic email accounts ensuring responses inline with Council's Service Experience Standards.• Adhere to team procedures and contribute to improved processes to deliver consistent ways of doing things.

The position requires attention to detail, flexibility and the ability to contribute to the provision of client services across the work of the Unit. Also, the capacity to respond to a busy work environment and provide other team members with assistance in times of high demand. The position will apply Council's Enterprise Risk Management Policy and Protocol objectives as they relate to the position.

Health Safety and Environmental System (HSES) Responsibilities

In accordance with Council's Work Health and Safety Responsibility, Authority and Accountability Protocol all employees are required to perform their duties in accordance with their job category. WHS Risk Assessments, Safe Work Methods Statements, Standard Operating Procedures and site specific requirements and instructions. For details of WHS

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Responsibilities, Authority and Accountabilities, staff and candidates are to refer to the following Protocol: [WHS Responsibilities, Authority and Accountabilities Protocol](#)

Compliance Training Requirements

In accordance with Council's legislative requirement under the Work, Health and Safety Regulation 2017. New staff will be provided with access to relevant training, information and instruction in order to safely perform their duties.

Infection Control and Immunisation Requirements

Council requires all incumbents occupying an identified position undertake the course of immunisation outlined in the Infection Control Standard Operating Procedure. For a complete list of identified positions and recommended immunisations, staff are to refer to the following Standard Operating Procedure: [WHS Infection Control Standard Operating Procedure](#).

Organisational and External Relationships

Organisational Relationships

- Councillors (when required), General Manager and Directors
- Managers / Unit Coordinators (Service Owners)
- Council staff and Council services with B2B relationships (water, waste, planning, environmental health and land development).

External Relationships

- NSW state government agencies, cross border agencies and other organisations that support business, industry, trade and regional development.
- NSW Business Chamber and local chambers of commerce/business.
- Community groups, resident and ratepayer groups, business groups.
- Suppliers and contractors.

Location of Position

The position will be required to work out of any of Council's administrative offices, Depots or any other location within the Tweed as directed by the supervisor. Transportation to and from work and to perform the duties of the position, is the responsibility of the employee. When a driver's licence is a requirement of a position, the licence class is included in the Selection Criteria.

Selection Criteria

Knowledge and Competence: (to be addressed in full when making application)

1. Demonstrated experience in implementing strategies and policy that identify and improve economic outcomes for local business and industry.
2. Demonstrated experience in delivering annual programs and campaigns that attract new or support existing business and industry.
3. Demonstrated experience in coordinating and hosting business and industry events and initiatives as well as delivering placemaking and CBD activations.
4. Proven success in writing, securing and acquitting grants to maximise funding and support opportunities that deliver business and industry outcomes.

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5. Demonstrated experience in communicating, consulting and connecting with industry, government representatives and business groups to achieve positive outcomes and celebrate success.
6. Demonstrated knowledge and experience of general business practices and an understanding of the issues that affect small to medium businesses.
7. Sound knowledge of investment and business development issues including economic principles, legislation relating to property and business, employment and labour market issues and financial management.
8. Highly developed written and verbal communication skills to present, consult and communicate clearly, in plain language and with impact.
9. Strong political awareness and interpersonal skills that build and maintain relationships; contribute to a positive team culture; and manage conflict and negotiate at all levels.
10. Current Vehicle Licence – Car

Desirable:

11. Degree or postgraduate qualifications in business, planning, economics or commerce.
12. Knowledge and understanding of the current economic and industry issues and established business and industry networks and connections throughout the Tweed, Northern Rivers NSW and South East Queensland.

Personal Attributes:

Personal Attributes and Cultural Fit will be addressed at interview. Council is seeking personal attributes and work values consistent with Council's Corporate Values. The table below details the minimum behavioural standards expected of incumbents of this position.

[View the full Tweed Shire Council Capability Framework](#)

Personal Attributes	Minimum Standard
Manage Self	Adept
Display Resilience and Adaptability	Adept
Act with Integrity	Adept
Demonstrate Accountability	Adept
Relationships	
Work Collaboratively	Adept
Communicate with a Customer and Community Focus	Adept
Influence and Negotiate	Adept
Results	
Plan and Prioritise	Adept
Think and Solve Problems	Adept
Deliver Results	Adept