



position description

POSITION TITLE	Economic Development and Investment Coordinator
AWARD AND CLASSIFICATION	Wodonga City Council Enterprise Agreement 2021 to 2023 Band 8
DIRECTORATE	Executive Services
BUSINESS UNIT	Economic Development
REPORTS TO	Chief Executive Officer
SUPERVISES	Business Engagement Officer
EMPLOYMENT STATUS	Full Time
DATE	
EMPLOYEE NAME	

ORGANISATIONAL CONTEXT

Wodonga Council’s vision for the city is to be seen as a ‘progressive, well-planned city that is affordable, offers an abundance of opportunities and is led by strong, empathetic stewardship’. This vision will support us to realise our mission ‘to strengthen the community in all that we do’.

POSITION OBJECTIVES

The Senior Economic Development Officer is responsible for the strategic and operational functions that focus on Council’s economic development, job creation, business development/expansion and attraction and major grant attraction.

This position will implement a comprehensive economic development approach that targets, pursues, and successfully attracts and/or retains a diverse range of businesses and industries that supports the economic health of the community. This position is responsible for setting high standards and accountability for ongoing excellence and business growth and partnering whilst maintaining the highest integrity and driving the successful identification and delivery of economic development projects and initiatives to support the achievement of Council’s strategic objectives.

our values

TRUST - RESPECT - INTEGRITY - LEARNING

our mission

WE WILL STRENGTHEN THE COMMUNITY IN ALL THAT WE DO

The primary objectives of this role include:

- Establish and maintain relationships with local business, industry, state and federal government agencies and local organisations to drive positive and productive engagement with council, and economic development within the municipality.
- Plan and deliver key initiatives to achieve strategic and sustainable economic outcomes within the municipality.
- Application for and execution of grant funding projects, communication and engagement with business and delivery of strategies and projects.
- Lead the development, marketing, and co-ordination of workshops and events to engage and activate business in Wodonga, including attendance outside of office hours.
- Provision of advice and consultation on economic matters to the Economic Development Unit and Council, via the research and analysis of a wide range of economic market data, relevant to local and regional economic issues, policies and strategies of Wodonga Council.
- Undertake research and analysis of economic and employment data to inform decision making.
- Provision of new business opportunities and existing business growth.

ACCOUNTABILITY AND EXTENT OF AUTHORITY, INCLUDING DUTIES

- Accountable for the effective and efficient communication to businesses and the council regarding key economic development projects, initiatives and opportunities;
- Oversee programs, facilitate the delivery of projects and undertake tasks in accordance with budget allocations;
- To provide economic development assistance, and to identify and analyse opportunities that promote or enhance new businesses opportunities and existing business growth;
- Represent the interests of the City of Wodonga community, government and the business sector. This includes providing advice, as well as facilitating discussions between key stakeholders, and providing advice, guidance and support to business in Wodonga; and
- Responsible for establishing and maintaining appropriate networks with organisational units, both internal and external as well as other levels of government.

DUTIES

Economic Development

- Implement the economic development unit plans and Council plans.
- Target major and minor investors and value adding enterprises and promote expansion/development or establishment opportunities in Wodonga.
- Target potential and appropriate industry sectors to attract business / industries and jobs to the region.
- Whilst working across council assist in the development and implementation of economic and tourism development strategies and policies with a focus on sustainability, marketing of the Council area, attracting investment and support to new and existing businesses, communities and industry sectors.
- Facilitate and promote available land supply to potential investors.
- Identify, develop, implement and manage economic development opportunities and provide advice on suitable economic development programs, internally and externally.
- Research and develop strategies to guide economic development activity and conduct specific investigations into feasibility of recommended strategies, with opportunity to delegate when appropriate.

- Negotiate with industry representatives to encourage retention, expansion or location of business in the city.
- Identify barriers to economic growth, development and situations requiring action.

Build Partnerships, Networks and Relationships

- Promote new business and industrial development and expansion through personal contact with existing business, industry, tourism and local, state, federal agencies.
- Create and maintain relationships with stakeholders (e.g. the local business community, tourism industry, investors, industry and the education sector) to advance business goals, keeping up to date with developments within Wodonga, and best practice within the business community to ensure the public perception of the wider organisation stays reputational.
- Build strategic relationships across council business units to collaboratively execute business strategies to ensure an integrated approach to major economic development and tourism activities.
- Provide advice to Council, external organisations and the community on issues related to the functions and services relating to economic development, investment attraction and business development.
- Develop a positive profile and regularly liaise, communicate and negotiate with government departments, agencies and other relevant bodies to maintain the profile of Wodonga as a major regional centre.
- Represent Council on advisory committees, and other relevant functions/meetings conducted by sector or industry bodies.

Research and Analysis of Economic Market Data

- Undertake economic research, modelling and statistical analysis of local industry sectors, investment, labour markets and land-use.
- With this research prepare quality written reports and verbal advice on economic development issues relating to policy and strategy development.
- Analyse economic issues and trends and monitor key economic indicators and the impact changes will have on local industries, investment and employment.
- Maintain and regularly update economic profiles of agreed indicators and disseminate information to key stakeholders.

Grant Attraction and Monitoring

- Ensure a systematic, professional and monitored approach to council's grant seeking activities to maximize non recurrent large grant funding opportunities.
- Oversee (including preparing and submitting if appropriate) funding applications on behalf of Council, researching all funding opportunities and ensuring that deadlines are met.
- Manage associated projects from funding applications, or other projects relevant to economic development, as directed with the freedom to act being governed by the goals and policies of the organisation and within the statute and subordinate legislation.

COUNCIL EMPLOYEE VALUES AND BEHAVIOURS

You are expected to demonstrate the values in your everyday work and your interactions with colleagues and the community.

Trust	Talk straight – Say what you mean and mean what you say
	Create transparency – Do not withhold information unnecessarily or inappropriately
	Right wrongs
	Practice accountability – Take responsibility for results without excuses

Extend trust – Show a willingness to trust others, even when it involves a measure of risk

Respect Treat other people with courtesy, politeness and kindness, no matter what their position or opinion

Listen first – Seek to understand others before trying to diagnose, influence or prescribe

Integrity Tell the truth in an appropriate and helpful manner that does not compromise the organisation's objectives and values

Keep confidences

Do what you say you will do to the best of your ability

Be open about mistakes

Speak of those that are absent only in a positive way

Learning Work together and learn from each other

Continuously improve and innovate

Be open to change

There is a high degree of responsibility for results – delivery without excuses

CAPABILITIES AND BEHAVIOURS

Demonstrate competency in each of the 7 capabilities of a Team Leader, according to the People and Performance Framework in Attachment 1, and practice the corresponding behaviours indicated for each capability.

JUDGEMENT AND DECISION-MAKING SKILLS

- The position will be required to use professional judgement and exercise high level problem solving regarding the best methods, procedures and/or processes for the development and implementation of strategic plans and policies based on knowledge of existing strategies, policies, theories or precedence;
- Guidance is not always available within the organisation and effective judgement is critical in making decisions that may have community, political and financial consequences;
- Identify and develop policy options within the economic development scope;
- The position will be required to report to Council on progress with economic development priorities and gain necessary approval;
- Foresee and recognise problems; use initiative to identify and implement lasting solutions;
- Consider and review practices; identify opportunities for continuous improvement;
- Ability to represent Council in dealings with key stakeholders to advance Council's

development/redevelopment objectives; and

- The position will be guided by the priorities of the Council Plan, Council budget and other strategy priorities such as 2C1C and the Economic development strategy.

SPECIALIST KNOWLEDGE AND SKILLS

- Analytical and research skills to use data to identify opportunities, trends, risks and threats;
- Support direct reports to provide high level strategic thinking, foresight and decision making advice to Council, Economic Development team and project groups;
- Demonstrated experience in project management;
- Sound knowledge of economic development, business attraction, project and contract management, preferably applicable to the local government context, with the demonstrated ability to effectively apply this knowledge;
- Sound knowledge of land and property development activities including strategic land use planning;
- Apply specialist knowledge using theoretical approaches of legislation, regulations and Commonwealth/State policies relating to economic development programs and activities;
- Analytical skills for the assessment and preparation of economic development strategies and projects;
- Experience and ability in writing, submitting, and monitoring grant/government submissions and in the preparation of detailed submissions and complex reports;
- Strong verbal communication skills to communicate with clients, business, agencies, members of the public, and other employees, and enable the resolution of moderately complex problems;
- Ability to provide leadership and experience in managing and delivery of complex projects;
- Ability to represent Council and act as an advocate in professional and community forums;
- Sound understanding of the principles and legislative requirements of local government operations and community involvement;
- Strong negotiation skills and ability to form strong relationships and partnerships;
- Experienced in the use of IT systems and processes to foster business unit and workplace objectives; and
- Understanding of the importance of good record keeping and the ability to effectively use Council's document management system; and
- Sound knowledge of budgeting and relevant accounting and financial procedures is essential.

MANAGEMENT SKILLS

- The ability to plan, organise, set priorities and manage time, so that organisational resources are optimised and objectives are achieved within a timeframe;
- Ability to maintain appropriate follow up controls and accountability;
- Understand corporate risk and adopt risk-based decision making, within the bounds of the organisation's risk appetite;
- Prioritise at all times the safety and wellbeing of staff, and ensure the effective implementation of the organisation's OHS risk management systems and wellbeing initiatives;
- Ability to manage multiple tasks effectively with a high degree of flexibility and confidentiality within the internal and external environment;
- Assign and prioritise work to ensure delivery of organizational services and the council plan according to applicable deadlines;

- Demonstrate highly developed personal engagement skills to ensure communication of projects, implementation and reporting on responsibilities including the ability to advocate on behalf of the City of Wodonga;
- Liaise with various areas within council to ensure the action items from relevant plans and strategies are budgeted for, implemented and outcomes are measured;
- Ability to provide formal mentoring and support to staff to achieve objectives and goals of the organisation taking into account organisational and external constraints and opportunities; and
- Experience in people management.

INTERPERSONAL SKILLS

- Verbal communication skills to communicate professionally and appropriately with clients, business, agencies, members of the public, and other employees, and enable the resolution of moderately complex problems;
- Written communication skills to communicate professionally and appropriately with clients, members of the public, and other employees and enable the preparation of routine correspondence and reports in field of expertise;
- Ability to develop networks and foster connections between different stakeholders, including government agencies, private investors/developers, local businesses and local community;
- Knowledge of up to date community engagement and consultation processes;
- Effective communication and problem solving skills to produce cooperative outcomes within a team environment;
- Establish and maintain an effective reputation for City of Wodonga with businesses within the municipality;
- Ability to coordinate and support businesses, government and community consultation, including working in internal and external working groups;
- Assisting customers with physical, sensory or intellectual disabilities, to achieve equitable access to our services;
- Demonstrate the ability to effectively negotiate, persuade and influence businesses and staff, both within the organisation and with staff from other organisations; and
- Must be able to actively contribute to the positive team environment within the Economic Development team and within Wodonga Council.

INFORMATION TECHNOLOGY SKILLS

- Information technology skills commensurate with the level of the position including the ability to use Council's applications and systems to carry out the requirements of the role.

CUSTOMER SERVICE SKILLS

Meet customer service expectations to:

- Be honest, ethical and professional.
- Be helpful and courteous.
- Listen with respect and understand the customer's issues.
- Meet commitments made.

- Keep the customer informed.
- Ensure that the customer understands what is being said.
- Apologise if a mistake is made and attempt to make it right.
- Assist customers with physical, sensory or intellectual disabilities, to achieve equitable access to council services.

EMERGENCY MANAGEMENT DUTIES

As part of this role, the incumbent is expected to assist Wodonga Council in dealing with any emergency situation which affects the operation of the council and/or wellbeing of the community.

QUALIFICATIONS AND EXPERIENCE

- Tertiary qualifications in business, economics, economic development, planning or a related discipline or extensive experience in a similar role or industry.
- Experience in an economic development environment including stakeholder management, business support, and project management work, planning or similar.
- Significant and diverse experience in dealing with businesses in a variety of industry sectors in local/regional economic development matters.
- Sound knowledge and understanding of Federal State and Local economic development legislation, policies, strategies and programs.
- An understanding of small business, strategic, operational and political nous.
- Sound networking skills and ability to sustain rapport, gain cooperation from and motivate a range of stakeholders.
- Ability to lead motivate and develop employees and a commitment to supporting an integrated team approach across an organisation.

LICENCES AND MANDATORY REQUIREMENTS

- Current Drivers Licence
- National Police Check (required to be supplied by the employee or prospective employee prior to commencement)

EQUAL OPPORTUNITY EMPLOYER

Wodonga Council is an equal opportunity employer. We ensure fair, equitable and non-discriminatory consideration is given to all, regardless of age, sex, disability, marital status, pregnancy, sexual orientation, race, religious beliefs or other protected attribute. We recognise our proactive duty to ensure compliance with equal opportunity and to eliminate all forms of discrimination.

INHERENT REQUIREMENTS OF THE JOB

For details of the inherent requirements of the job, please see Attachment 2.

COGNITIVE JOB DEMANDS

The position is required to operate at the Officer level and will be required to demonstrate the personal

competencies and behaviours detailed in the People and Performance Framework attached. The cognitive demands of the role include:

- Having difficult or uncomfortable conversations.
- Meet performance expectations.
- Working in a professional capacity within the work environment.
- Being willing and able to adapt to change.
- Demonstrating resilience under pressure, and in changing and challenging circumstances.

KEY SELECTION CRITERIA

1. Relevant tertiary qualifications which may include economic development, business development or town planning or related field and relevant experience.
2. Experience working in or overseeing complex multi-strategy, multi-stakeholder projects, and ensuring adherence to quality standards, timelines, budgets.
3. Research, analytical and problem solving skills to identify opportunities that align to Council's strategic direction, and make recommendations to support informed, strategic decision making.
4. Experience supporting, informing and negotiating with business across a range of industry sectors and local, state and/or federal government departments.
5. Excellent communication skills, with a demonstrated ability to prepare and convey a wide range of reports, data analysis and correspondence, as well as deliver verbal presentations of a high standard.

Staff member signature

People and performance framework

CUSTOMER SERVICE AND COMMUNICATION  Understanding and valuing our customer needs to make sure we provide quality customer service.		BUILD AND ENHANCE RELATIONSHIPS  Collaborating and working with our people and community.		PLAN, ORGANISE AND DELIVER  Performing work to the best of our ability to deliver successful outcomes for our people and community.	
FUTURE FOCUS  Identifying ways we can do better and anticipating future opportunities.		PEOPLE DEVELOPMENT  Looking after the personal and professional growth of our people.		MANAGE HEALTH AND WELLBEING  Recognising the importance of staff health and wellbeing.	
		SAFETY AND RISK MANAGEMENT  Prioritising safe and ethical behaviour and decision-making in everything we do.			

Customer Service and Communication	
Understands customer needs and ensures consistency and quality of service to meet customer expectations.	<ul style="list-style-type: none"> • Understands and actively promotes the services and programs offered by Wodonga Council • Collaborates with internal stakeholders to support the delivery of quality service • Adapts communication style and message according to the audience • Applies creative thinking to deliver services that meet customer expectations • Prepares written material that is well-structured and easy to follow

Build and Enhance Relationships	
Supports and encourages teamwork, collaboration and positive relationships between staff and with customers.	<ul style="list-style-type: none"> • Understands the roles of different stakeholders • Communicates, influences and negotiates positive outcomes, including across teams and directorates • Confidently and respectfully engages in challenging conversations • Understands and accepts the value of different views, ideas and ways of working • Recognises and rewards the contributions and achievements of others • Consults and shares information and ensures others are kept informed of issues

Plan, Organise, Deliver	
Organises and co-ordinates resources to ensure team priorities and outcomes are met.	<ul style="list-style-type: none"> • Demonstrates commitment to quality and drive to achieve results • Sets clear and achievable objectives, timelines and priorities for team members • Seeks feedback from team, evaluates and recognises risks and opportunities • Is action-orientated and demonstrates commitment to following through • Demonstrates agility and adaptability as circumstances change

Future Focus	
Demonstrates adaptability to change and a strong commitment towards continuous improvement.	<ul style="list-style-type: none"> Looks to identify best practice solutions Contributes to planning and implementation of new approaches and processes Encourages improvement of workflow, systems and processes Embraces changes and encourages and supports team members to accept and adapt to change Demonstrates ability to manage conflicting demands

People Development	
Demonstrates commitment to the growth and development of self and others.	<ul style="list-style-type: none"> Sets clear goals and performance expectations to support council plans Holds self and other team members accountable to goals Identifies opportunities that challenge and encourage development of team members Provides effective coaching and feedback to achieve continuous learning Addresses performance concerns promptly Prioritises working together as a team and encourages active participation of all team members

Manage Health and Wellbeing	
Promotes the health and wellbeing of self and the team.	<ul style="list-style-type: none"> Is aware of the impact of own behaviour on others and is responsive in adjusting behaviour Demonstrates empathy and notices, interprets, and anticipates team members' concerns and feelings Encourages team members to consider and address health and wellbeing issues proactively Demonstrates confidence and belief in own capabilities Remains calm in the face of pressure and challenge Seeks support and opportunities to debrief when required

Safety and Risk Management	
Monitors compliance with integrity and safety systems.	<ul style="list-style-type: none"> Leads the assessment of hazards and risk, and oversees the implementation of appropriate risk mitigations Ensure safety requirements are being met and appropriately escalates identified hazards and risk Oversees the reporting of, and assists with, the response to safety and integrity issues and incidents Conducts on-the-job training and has regular and timely conversations with the team around safety and integrity obligations and actions Knows the skills, roles and tasks of team and anticipates the limitations of team members Partners with experts in health and safety and risk management

TASK	DESCRIPTION	INHERENT REQUIREMENTS	DEMAND	FREQUENCY			
				R	O	F	C
Economic management and research	Management of economic development software and marketing	<ul style="list-style-type: none"> • Liaison with external agencies and the general public • Communication with other council departments • Computer use • Data entry • Phone use • Assist in reporting • Software management 	Sitting				X
			Standing		X		
			Walking		X		
			Lifting < 10kgs	X			
			Carrying	X			
			Pushing	X			
			Pulling	X			
			Climbing	X			
			Bending	X			
			Twisting	X			
			Squatting	X			
			Kneeling	X			
			Reaching			X	
			Fine motor			X	
			Neck postures			X	
			Accepting instructions			X	
			Sustained concentration				X
			Simple decision making			X	
			Problem solving			X	
			Interaction with others				X
Exposure to confrontation			X				
Respond to change				X			
Prioritisation				X			
TASK	DESCRIPTION	INHERENT REQUIREMENTS	DEMAND	FREQUENCY			
				R	O	F	C
Grants facilitation	Writing funding application and management of minor funding grants	<ul style="list-style-type: none"> • Liaison with external agencies • Communication with other council departments • Computer use • Phone use • Assist in reporting 	Sitting				X
			Standing		X		
			Walking		X		
			Lifting < 10kgs	X			
			Carrying	X			
			Pushing	X			

			Pulling	X			
			Climbing	X			
			Bending	X			
			Twisting	X			
			Squatting	X			
			Kneeling	X			
			Reaching		X		
			Fine motor			X	
			Neck postures			X	
			Accepting instructions			X	
			Sustained concentration				X
			Simple decision making			X	
			Problem solving			X	
			Interaction with others				X
			Exposure to confrontation	X			
			Respond to change			X	
			Prioritisation				X
TASK	DESCRIPTION	INHERENT REQUIREMENTS	DEMAND	FREQUENCY			
				R	O	F	C
Administration and tourism support	Provision of administration and tourism support to the team	<ul style="list-style-type: none"> • Computer use • Phone use • Presentation preparation • Reporting • Using mapping systems • Minimal liaison with external agencies • Communication with staff of all levels 	Sitting				X
			Standing		X		
			Walking		X		
			Lifting < 10kgs	X			
			Carrying	X			
			Pushing	X			
			Pulling	X			
			Climbing	X			
			Bending	X			
			Twisting	X			
			Squatting	X			
			Kneeling	X			
			Reaching		X		

			Fine motor			X	
			Neck postures			X	
			Accepting instructions			X	
			Sustained concentration				X
			Simple decision making		X		
			Problem solving		X		
			Interaction with others				X
			Exposure to confrontation	X			
			Respond to change			X	
			Prioritisation				X