



position description

POSITION TITLE	Executive Manager Investment Attraction and Advocacy
AWARD AND CLASSIFICATION	Wodonga City Council Enterprise Agreement 2024 to 2027 Senior Executive Officer (SEO)
DIRECTORATE	CEO and Direct Reports
BUSINESS UNIT	Economic Development
REPORTS TO	Chief Executive Officer
SUPERVISES	Senior Advisor Economy Investment & Advocacy
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

Drives economic growth and development in Wodonga by strategically attracting new businesses and industries, fostering strong relationships with stakeholders, and advocating for policies that enhance the local business environment. Serving as a vital link between the council, businesses, and government entities, and facilitating initiatives that align with the region's economic goals and aspirations, the Executive Manager Investment Attraction and Advocacy aims to create job opportunities, diversify the economy, and ensure sustainable community development.

our values

TRUST - RESPECT - INTEGRITY - LEARNING

our mission

WE WILL STRENGTHEN THE COMMUNITY IN ALL THAT WE DO

ACCOUNTABILITY AND EXTENT OF AUTHORITY, INCLUDING DUTIES

Investment Attraction - Develops and implements data-driven strategies to attract new businesses and industries to Wodonga, secure domestic and international investment, facilitate expansion of existing businesses, and reposition non-core assets to facilitate land for business and residential growth.

Place - Based Economic Growth and Job Creation - Aligns investment attraction with workforce development, leads strategies for industrial land activation and precinct development, and promotes Wodonga as a vibrant place to live, work, and invest through place marketing and activation of key economic precincts and innovation hubs to support business expansion and employment outcomes.

Enhance Business Environment - Leads the creation and implementation of policies, grants, mentorship programs, and networking initiatives that improve the ease of doing business in Wodonga including streamlined permitting, reduced regulatory burden, and improved access to Council resources.

Strategic Relationship Management and Advocacy - Builds partnerships with state and federal government agencies, regional development bodies, chambers of commerce and investors to secure infrastructure funding, while engaging with local communities, business leaders and developers to shape economic policies that align with community values.

Data-Driven Economic Planning, Monitoring and Reporting - Drives economic research and analysis of local industries, investment trends, and labor markets to inform policy advocacy and attract investment. Provides strategic advice to the Council on economic development issues, creates reports, and offers regular updates on investment attraction efforts and emerging trends to ensure transparency and monitor progress.

Collaboration with Educational Institutions - Works closely with Latrobe, Charles Sturt and UNSW universities and other educational institutions to leverage research and resources for business case development and investment attraction.

Market Development for Inland Port - Promotes the establishment of the first inland port and bonding facility in Australia, focusing on marketing and compliance with border control and quarantine regulations.

Project Management - Oversees or collaborates on the delivery of key projects related to investment attraction, including business parks, industrial precincts, tourism, events, and other initiatives that enhance the local economy.

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	<p>Treat other people with courtesy, politeness and kindness, no matter what their position or opinion</p> <p>Listen first – Seek to understand others before trying to diagnose, influence or prescribe</p>
Integrity	<p>Tell the truth in an appropriate and helpful manner that does not compromise the organisation's objectives and values</p> <p>Keep confidences</p> <p>Do what you say you will do to the best of your ability</p> <p>Be open about mistakes</p> <p>Speak of those that are absent only in a positive way</p>
Learning	<p>Work together and learn from each other</p> <p>Continuously improve and innovate</p> <p>Be open to change</p> <p>There is a high degree of responsibility for results – delivery without excuses</p>

CAPABILITIES AND BEHAVIOURS

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

JUDGEMENT AND DECISION-MAKING SKILLS

- Navigating competing interests of local businesses, government agencies, and the community to build consensus and align them to Wodonga Council's strategic economic goals.
- Securing investment, advocating for enabling policy, and delivering outcomes amid shifting state/federal policy settings, limited local resources, and complex regulatory barriers.
- Positioning the municipality as a credible, investment-ready location in a competitive regional context while addressing potential business concerns regarding infrastructure, workforce availability, and overall business climate.

SPECIALIST KNOWLEDGE AND SKILLS

- Deep understanding of local and regional economic drivers, industry development, and place-based economic planning, with a proven ability to translate insights into investment-attracting initiatives.
- Experience influencing state and federal policy, securing funding, and positioning local economic priorities through trusted relationships and evidence-based advocacy.
- Proven success in aligning business, academic, and government stakeholders around shared objectives to deliver measurable economic and community outcomes.
- Proven capability to use economic data, investment trends, and policy signals to inform strategic advice and shape long-range economic scenarios and priorities.

- Demonstrated advanced skills in preparing high-impact briefings, presenting to decision-makers and boards, and tailoring engagement for business leaders, investors, and government stakeholders.
- Strong knowledge of investment readiness, site activation, precinct development, and strategic marketing techniques to raise the profile of the region as a destination for economic growth.
- Ability to identify opportunity and risk within political, market, and regulatory settings, and to navigate sensitive or high-stakes environments with confidence and insight.
- Strong grasp of how training, education, migration, infrastructure and planning intersect to shape local workforce capacity and long-term economic resilience.

MANAGEMENT SKILLS

- Leads and manages the delivery of complex, high-impact economic development initiatives that align with Council's strategic objectives, balancing long-term planning with responsive, data-informed decision making.
- Effectively manages competing priorities across multiple projects, stakeholders, and policy environments to ensure timely and measurable outcomes.
- Builds and maintains trusted relationships with internal teams, external partners, and government agencies to influence policy, secure funding, and foster collaboration for regional economic growth.
- Promotes a culture of trust, transparency, and high performance by modelling Council's values, providing clear direction, and supporting the development and wellbeing of direct reports.
- Provides strategic advice to Council and executive leadership, using advanced analysis of economic data, industry trends, and community insights to inform decision making and advocacy.
- Ensures compliance with relevant legislation, funding agreements, and organisational policies, including the ethical use of public funds and responsible project delivery.
- Recognises and manages risk across strategic, operational, and reputational contexts, navigating political sensitivities and regulatory complexity with sound judgement and integrity.
- Drives a whole-of-organisation approach by working across departments to align land use planning, workforce development, infrastructure delivery, and investment readiness with economic development priorities.

INTERPERSONAL SKILLS

- Builds strong, trusted relationships with a wide range of stakeholders—across government, industry, and community—through respectful, inclusive, and culturally aware engagement.
- Communicates with influence and clarity, tailoring messaging to suit diverse audiences and confidently representing Council in high-level discussions and negotiations.
- Resolves complex or sensitive issues through active listening, empathy, and collaboration, balancing competing interests to achieve shared outcomes.
- Fosters a positive and accountable team culture by modelling Council's values, encouraging open communication, and working collaboratively across departments.

INFORMATION TECHNOLOGY SKILLS

- Uses data analysis and reporting tools such as Excel and Power BI to interpret economic trends, monitor investment activity, and provide strategic insights to Council and stakeholders.
- Applies project and document management systems, including tools like SharePoint and Microsoft Teams, to plan, deliver, and collaborate on key initiatives across departments.
- Prepares high-quality presentations and briefings using Microsoft PowerPoint and other communication tools, ensuring information is clear, compelling, and tailored to diverse audiences.
- Demonstrates strong digital literacy, quickly adapting to internal systems and platforms to support efficient, data-informed decision-making and stakeholder engagement.

CUSTOMER SERVICE SKILLS

Meet customer service expectations to:

- Demonstrates a strong customer focus by building meaningful, solution-oriented relationships with businesses, investors, and community stakeholders.
- Responds promptly and professionally to enquiries, concerns, and feedback, ensuring interactions are respectful, informed, and aligned with Council's values.
- Acts as a key representative of Council's economic vision, maintaining a positive, approachable, and credible presence in all stakeholder and public engagements.
- Continuously seeks to improve the customer experience by identifying barriers, streamlining processes, and advocating for initiatives that support business growth and community outcomes.

EMERGENCY MANAGEMENT DUTIES

As and when required, assist in dealing with any emergency situation which affects the operation of the council and/or wellbeing of the community

QUALIFICATIONS AND EXPERIENCE

- Tertiary qualification in Economics, Public Policy, Urban/Regional Planning, Business, or a related field.
- Extensive experience in economic development, investment attraction, public policy, or strategic advisory roles—preferably within government or regional development sectors.

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 Manager 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.
- Setting clear performance expectations of staff and contractors.
- Working in a professional capacity within a political environment.
- Being willing and able to adapt to change.
- Demonstrating resilience under pressure, and in changing and challenging circumstances.

KEY SELECTION CRITERIA

1. Demonstrated experience leading the development and implementation of economic growth and investment attraction strategies that deliver measurable job creation and economic diversification outcomes in a regional context.
2. Proven ability to build and maintain effective relationships with government agencies, business leaders, investors, and community groups, and to successfully advocate for policies and funding that support local economic priorities.
3. Strong skills in managing complex projects and initiatives with competing priorities, ensuring delivery within timeframes and resource constraints while navigating regulatory and political challenges.
4. Ability to analyse economic data and policy trends to inform strategic advice, coupled with excellent skills in preparing and delivering clear, persuasive presentations and reports to a variety of audiences.
5. Experience leading and developing teams, promoting a positive culture aligned with organisational values, and collaborating effectively across departments to achieve shared economic and community goals.

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	
Engages with community and internal stakeholders to assess future needs and identify ways of improving standards of customer service delivery.	<ul style="list-style-type: none"> Promotes positive customer service behaviours Initiates and seeks feedback on customer service expectations and experiences Identifies best practice and service improvement opportunities Considers the community impact, perspective and experience in decisions impacting service delivery Prepares written material that is succinct, considers alternate views and is persuasive

Build and Enhance Relationships	
Builds and sustains important networks of people, groups and organisations, internally and externally.	<ul style="list-style-type: none"> Builds networks within and outside the organisations, and recognises opportunities for collaboration Builds a strong, collaborative team promoting diversity and inclusion and maximises the benefits of diversity and difference. The sharing of knowledge, skills and resources across council Acts with political nous Engages, negotiates and influences diverse groups of internal and external stakeholders Empowers and motivates others towards a shared agenda

Plan, Organise, Deliver	
Balances operational and strategic priorities to ensure performance against council plans.	<ul style="list-style-type: none"> Builds teams with diverse and complementary skills and drives delivery of council plans Monitors performance and implements measures to achieve council plans Balances priorities of teams to ensure effective distribution of resources Creates opportunities for consultation and feedback from stakeholders to create shared ownership Manages risks and ensures business continuity in an uncertain environment Recognises problems, takes corrective or preventive actions and keeps people informed of plans, progress, adjustments and decisions

Future Focus

Drives the achievement of the council vision and future readiness.	<ul style="list-style-type: none"> Clearly communicates council vision, purpose and plans Ensures goals and priorities for teams are clear and align with strategic priorities and council vision Demonstrates ability to critically evaluate existing processes for efficiency, quality and service delivery Draws on best practice to develop and implement sustainable, evidence-based systems and programs Leads teams to develop and implement innovative solutions to challenges and problems Establishes processes to plan and manage the implementation of change
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People Development	
Builds and sustains high-performing teams aligned around common goals.	<ul style="list-style-type: none"> Leads with clear purpose and direction and instils the importance of living council values Recognises talent and potential, identifies strengths and builds capabilities of staff Establishes meaningful targets that are specific and measurable Coaches and mentors to achieve results and develop the capabilities of others Prioritises action to address unsatisfactory performance and conduct, and behaviours that are inconsistent with council values

Manage Health and Wellbeing	
Demonstrates emotional intelligence and ensures staff wellbeing is prioritised.	<ul style="list-style-type: none"> Promotes and allocates time for staff participation in health and wellbeing initiatives Promotes positive workplace behaviours, celebrates team success and enjoyment at work Demonstrates good situational awareness and manages challenging and complex issues, calmly and logically Engages in self-reflection and seeks mentorship Maintains a positive outlook, demonstrating persistence in the face of setbacks Enables reporting of concerns and takes appropriate action to address the issues raised

Safety and Risk Management	
Develops and implements systems to ensure organisational integrity and people safety.	<ul style="list-style-type: none"> Practices risk-based decision-making within organisational tolerances Encourages the taking of calculated risks and provides a supportive environment to critically review and assess outcomes Considers safety when developing new processes, systems, procedures or purchasing new equipment Ensures ethical decision-making and priority is given to the safety of staff and the public Reviews plans regularly to identify and address changing or emerging risks and issues

ATTACHMENT 2

FREQUENCY	% OF WORK DAY / TASK
Rare (R)	0-5%
Occasional (O)	6-33%
Frequent (F)	34-66%
Constant (C)	67-100%

INHERENT REQUIREMENTS OF THE JOB

Wodonga Council will provide reasonable adjustments to assist a person with a disability to perform these inherent requirements of the job.

TASK	DESCRIPTION	INHERENT REQUIREMENTS	DEMAND	FREQUENCY			
				R	O	F	C
Managerial duties relating to Economic	Desk based duties relating to	<ul style="list-style-type: none"> Liaison with staff of all levels Liaison with external stakeholders and the general public Phone use Computer use Data interpretation Use of multiple computer systems Photocopier use Time management Handwriting notes Attending and facilitating meetings Report writing Policy development and review Driving company vehicles Operate within a budget 	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		
			Providing instructions				X
			Sustained concentration				X

Development	the role	<ul style="list-style-type: none"> • Involvement in strategic planning • Supervision / management of staff 	Decision making				X
			Complex problem solving				X
			Supervision of others			X	
			Interaction with others				X
			Exposure to confrontation		X		
			Respond to change				X
			Prioritisation				X