The Coordinator of Economic Development and Business Support fosters business growth through the execution of grant funding projects, industry development initiatives, communication, engagement and business support programs:

• Delivering Business Support initiatives that actively promote Warrnambool’s competitive advantages as a preferred location to do business.

• Working with the City’s business sector to coordinate and implement networking events, skills improvement and engagement programs, business support, marketing and promotional initiatives.

• Through the successful implementation of the various initiatives, it is expected that the City’s business sector will achieve a higher profile in both Victoria and Australia and will be positioned as a premier retail, commercial and business sector.

• Investigate and identify opportunities for Place Making and Place Activation within the City to build stronger relationships with and connecting property owners, traders, residents and others.

• Develop relationships with relevant Government agencies, Business Owners, and the community on specific major projects and other business development activity.

• Working with key business sectors, retail precincts and peak bodies support the development and implementation of an Annual Business Plan for the CBD or other identified business precinct.

• The Coordinator Economic Development and Business Support will also assist with the development and ongoing implementation of the Council’s Economic Development and Investment Strategy.

• Identifying opportunities to elevate the profile of the Warrnambool City business sector.

**KEY RESPONSIBILITIES AND DUTIES:**

1. Research, analyse and advise on emerging trends and marketing and promotional programmes and initiatives, present findings, develop marketing strategies to promote to the business sector and make recommendations as required.

2. Co-ordination and delivery of economic development branch projects and activities, including, but not limited to Small Business Festival, Business Award Programs, Business Workshops and Networking Functions.

3. Establish and maintain an accurate and up-to-date database of all businesses within the City of Warrnambool.

4. Facilitate and encourage networking and communication between property owners, business owners and operators and the Council, as well as amongst businesses, through a range of measures, including forums and networking events.
5. Investigate opportunities to participate in events and initiatives and conceptualise a range of Place Making and Place Activation initiatives.

6. Develop strong relationships between the Council, commercial property owners and business owners.

7. Undertake regular consultation with business owners and operators.

8. Co-ordinate the various marketing and promotional objectives and activities to support the local business peak bodies.

9. Develop and retail or city centre Place Making and Place Activation strategy and actions to ensure places are and remain vibrant and boast a strong sense of place to foster community ownership and economic development.

10. Coordinate and maintain a strong customer service facility in relation to the position objectives including the coordination and implementation of a CRM system.

11. Provide clear direction to staff through the encouragement of objective individual performance indicators and ensure that staff receive regular feedback on their performance.

12. Develop and document relevant policies and practices consistent with service requirements and that the service complies with all relevant organisation policies, practices and procedures.

13. Prepare, and coordinate business support sub-unit budget.

14. Perform other duties and responsibilities reasonably within the capabilities of the position.

**KEY SELECTION CRITERIA:**

1. Degree qualified in Business, Marketing or a related discipline and/or commensurate experience in lieu of formal qualifications.

2. Experience in marketing and promoting regions or areas for new business

3. Demonstrated record of establishing and maintaining positive, pro-active relationships with key internal personnel, external business groups and opportunities, plus other relevant stakeholders.

4. Track record of completing Economic Development and Business Specific strategies, identifying the key strategic elements, then completing initiatives which have delivered or notably progressed, these elements.

5. Proven ability to identify issues with economic drivers and other impediments to development; for review and action by Councillors and senior Officers.

**HOURS OF DUTY:**

The person will be required to work 76 hours per fortnight (8:15am – 5.00pm with 45 minute lunch break, Monday – Friday with RDO entitlement) as directed by the supervisor

**TENURE:**

The tenure of this position is permanent full time.

**SALARY:**

This position is classified by council as Band 7 and carries a current base salary range of $83,599 to $93,340 (exclusive of 9.5% employer superannuation) per annum (pro-rata). The actual salary will be agreed with the successful applicant taking into account skill level and experience.

**ORGANISATIONAL RESPONSIBILITIES**

The organisation responsibilities of this position are outlined in the “General Conditions of Employment” (attached to this position description).
CHECKS:

The incumbent must have and maintain a current Fit2Work (Police Records)
☑ YES

Working with Children Check
☑ NO

OTHER DUTIES:

Responsibilities and duties included in this Position Description are subject to the Multi-skilling provisions of the Warrnambool City Council Enterprise Agreement.

ORGANISATIONAL RELATIONSHIPS:

<table>
<thead>
<tr>
<th>Reports to:</th>
<th>Manager Economic Development and Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervises:</td>
<td>Economic Development and Business Support Officer, Economic Development and Administration Officer</td>
</tr>
<tr>
<td>Internal Contacts:</td>
<td>Council Staff, Councillors, Advisory Committee’s,</td>
</tr>
</tbody>
</table>

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

- Position is accountable for the effective and efficient actioning and achievement of all key responsibilities and objectives.
- Responsible and accountable for the provision of timely and accurate advice on issues relating to external funding/grants and economic development.
- Accountable for the successful development and implementation of external grant funded projects including due diligence of contractual obligations, adherence to funding terms and conditions, all financial requirements and the satisfactory completion of acquittal procedures.
- Freedom to act is governed by policies, objectives and budget, within a regular reporting framework to ensure achievement of goals and objectives.
- Responsible and accountable for the delivery of economic development projects and business support services.
- The Coordinator Economic Development and Business Support has the freedom to act on matters within projects under their control and delegation, within the areas of their professional qualifications and expertise.
- The Coordinator of Economic Development and Business Support is required to liaise with the Manager Economic Development and Investment in regard to decisions that will have a major impact on projects and for the overall functioning of the Economic Development Unit/Branch.

JUDGEMENT AND DECISION MAKING:

- Ability to provide a high level of interpretation, assessment and advice relating to Economic Development Unit activities and projects.
- As a senior officer in a professional specialist team, the judgement and decisions made will influence the overall performance of the Unit and have an impact on the wider Warrnambool City Council and community.
- Nature of work is specialised with decisions requiring considerable research, including taking into account expert technical and legal advice.
SPECIALIST KNOWLEDGE AND SKILLS:

- Demonstrated track record of achieving results in a commercial environment and the ability to apply this successfully to trade/investment facilitation
- Demonstrated ability and experience in the management of projects management that deliver economic development outcomes
- Demonstrated ability to proactively identify commercial opportunities and connect firms with those opportunities
- Ability to interpret and use planning legislation, planning appeal decisions and other relevant statutory provisions and policies to achieve innovative and equitable outcomes.
- Highly developed analytical, investigative and problem solving skills; and a demonstrated ability to produce thorough and well researched reports.
- A sound knowledge of the local government act, policies and practices and an awareness of current trends and issues.
- Sound knowledge of the economic challenges, emerging trends and opportunities, implications of digital disruption and issues facing industries within the City of Warrnambool
- Ability to manage multiple tasks effectively with a high degree of flexibility and confidentiality within a changing workplace environment
- Demonstrated ability to be collaborative and build relationships internally and externally to further the reputation and success of the City of Warrnambool within the Business sector.
- Excellent written and verbal communication skills and demonstrated ability to prepare documents, reports and briefing papers.
- Proven ability to work independently and take ownership to resolve factors that may influence the delivery of service to customers in a timely and accurate manner
- Strong existing network within industry in Warrnambool with particular focus on small business and retail, the commercial property sector and relevant government agencies.
- Proven experience in accessing grant funding and managing the reporting and acquittal of grants

MANAGEMENT SKILLS:

- Ability to foster an exchange of ideas and support subordinate staff in managing time, setting priorities and planning work related tasks.
- Ability to contribute to ongoing improvement of practices, procedures and systems affecting the status and outputs of the work area.
- Able to effectively manage a wide range of staffing issues with the expectation that the incumbent contribute to the development and implementation of long term staffing strategies.
- An understanding and an ability to implement personnel policies and practices including awards, equal opportunity, occupational health and safety policies, recruitment and selection procedures and techniques, position descriptions and employment development schemes.
INTERPERSONAL SKILLS:

- Excellent skills in oral and written communication.
- Ability to gain cooperation and assistance from clients, members of the public and other employees in the administration of broadly defined activities.
- Ability to liaise with internal employees and counterparts in other organisations to discuss and resolve problems.
- Ability to motivate and develop employees.
- Ability to discuss and resolve problems.
- Demonstrated lateral and forward thinking.
- Commitment to work as a member of a team.

QUALIFICATIONS AND EXPERIENCE:

- Tertiary qualifications in an appropriate field, such as business, economics, management, marketing, project management would be desirable but not mandatory.
- Extensive relevant experience working in the fields of economic development and grants.
- Strong customer service ethos and a demonstrated customer-centric approach to service provision.
- Demonstrated ability to participate and actively contribute to and coordinate a team and play an organisational leadership role.

RELEVANT PHYSICAL RESPONSIBILITIES

Location of work: This position will require working in the following environments:

<table>
<thead>
<tr>
<th>Environment</th>
<th>Nil</th>
<th>Light</th>
<th>Average</th>
<th>Constantly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indoor (office / workshop)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Outside</td>
<td>x</td>
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</table>

Physical activities: The work is likely to require a certain amount of physical activity, such as:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Nil</th>
<th>Light</th>
<th>Average</th>
<th>Constantly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standing</td>
<td>x</td>
<td></td>
<td></td>
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<tr>
<td>Sitting</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
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<tr>
<td>Bending</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
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<tr>
<td>Walking</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
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<tr>
<td>Repetitive hand work</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
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<tr>
<td>Heavy lifting (&gt;1.5kg)</td>
<td></td>
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</table>

Plant and Equipment: This role involves working with or near plant or equipment:

<table>
<thead>
<tr>
<th>Hazard / Activity</th>
<th>Nil</th>
<th>Light</th>
<th>Average</th>
<th>Constantly</th>
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</thead>
<tbody>
<tr>
<td>Rotating parts</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Noisy Environment</td>
<td>x</td>
<td></td>
<td></td>
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<tr>
<td>In proximity of Mobile or Moving plant</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strobe or similar lights</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating plant controls</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Driving plant or vehicles</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Machinery Vibration</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Ability to distinguish between colours</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Using hand held tools</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Working with irritants, chemicals, fumes and/or dust</td>
<td>x</td>
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<td></td>
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<tr>
<td>Working in hot surroundings</td>
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</table>
**Other activities:** This role may also include:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Nil</th>
<th>Light</th>
<th>Average</th>
<th>Constantly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talking on the phone</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Direct contact with people</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Working at heights</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working with animals/wildlife</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
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</table>

**CONDITIONS OF EMPLOYMENT:**

The Terms and Conditions in this Position Description are to be read in conjunction with the General Terms & Conditions of Employment.

**AGREEMENT:**

I accept and agree to the duties in this Position Description. I understand that this Position Description is to be read in conjunction with the General Terms & Conditions of Employment and I agreed to abide by the terms and conditions stipulated therein.

<table>
<thead>
<tr>
<th>Name (Please print):</th>
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<tbody>
<tr>
<td>Signature:</td>
<td>Date:</td>
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</table>
TERMS AND CONDITIONS OF EMPLOYMENT:

The conditions of employment are generally in accordance with the Warrnambool City Council Enterprise Agreement. A copy of this document is available by contacting the Organisation Development Branch.

RESPONSIBILITIES OF ALL WARRNAMBOOL CITY COUNCIL EMPLOYEES:

In addition to the key responsibilities and duties specified in each Position Description, Warrnambool City Council EMPLOYEES MUST:

Staff Conduct and Ethical Standards

- Comply with the Staff Code of Conduct, Council Policy and procedures and any conduct principles for Council employees which may be prescribed in the Act from time to time.
- Not use for their personal gain or knowledge nor disclose any confidential information which may be acquired as a result of special opportunities arising out of their employment by the Council.
- Not make improper use of any information acquired as a result of employment to gain directly or indirectly a pecuniary advantage for himself/herself or for any other person or with intent to cause detriment to the Council.
- Not engage in any private practice (whether or not relating to activities within or outside the municipality) except with the specific permission of the Chief Executive, also being subject to the provisions of the Local Government Act 1989 (the Act).
- Carry out and perform the duties lawfully and to the best of their ability and judgment and to the satisfaction of Council management.
- At all times comply with the terms of the Enterprise Agreement and any Industrial Instrument;
- Devote their whole time and attention to their duties during the hours reasonably required to properly perform their Duties.
- Carry out all lawful instructions and directions of Council management.
- Promote the aims and objectives of the Council.
- Immediately report any actual or potential misconduct (including actual or potential breach of any laws) by any other employee of the Council.
- Disclose through their line manager any facts, information or circumstances which may give rise to a conflict between the employee’s interests and the interests of the Council.
- At all times comply with the provisions of the Act and any other legislation applying to matters within the scope of the employee’s employment.
- Ensure information obtained through employment with the Warrnambool City Council remains confidential and therefore cannot be discussed with any outside individuals or organisations, without Council consent. The confidentiality of Council information remains binding even following completion of service with the Warrnambool City Council.

Customer Services Standards

- Promote Council’s customer service charter and comply with Warrnambool City Council Customer Performance Standards.
- Provide a consistently high level of service to our customers in a prompt and pleasant manner.
- Ensure accurate and prompt registration of all customer requests within the Warrnambool City Council request system and respond to assigned requests within a prescribed timeframe.
- Maintain the highest ethical standards and confidentiality in dealing with our customers and each other.
- Develop individual skills and knowledge that will better serve our customers.

Occupational Health & Safety/Risk Management
• Comply with all policies, procedures, directions and safe systems of work on Health & Safety; ensuring you behave at all times in a manner so as not to endanger yourselves or any other person (whether that be a colleague, a supplier, a contractor or a member of the public).
• Report all accidents, hazards, near misses and other OHS issues to your immediate supervisor and consult with management through accepted channels.
• Observe and comply with Council’s Risk Management Policy, procedures and processes.

**Equal Employment Opportunity and Diversity**
• Demonstrate an awareness and understanding of state and federal equal opportunity laws
• Demonstrate commitment and understanding of Access and Equity principles as they relate to provision of government services
• Advocate and foster harmonious, connected communities, recognising the community’s values and celebrated differences through mutual respect, understanding and sense of belonging.

**Learning & Development**
• Identify training and development needs through the Annual Appraisal System for yourself and any staff you directly supervise, and participate in corporate training.
• Participate fully in the Staff Performance Management System, Recruitment and Induction processes.
• Participate in employee feedback surveys, continuous improvement, corporate and professional development programs as requested.

**Information Technology & Records Management:**
• Observe and comply with all applicable laws relevant to Public Records, Council’s Records Management Policy and Council’s IT and electronic resources.
• Ensure consistent and sound records management processes and practices that maintain reliability and authenticity of records from their creation or receipt, through their effective use, to disposal or preservation as archives.
• Maintain an awareness of and adhering to the Records Management Policy, including your responsibilities under the Privacy & Data Protection Act and the Freedom of Information Act
• Ensure appropriate and effective use of relevant software systems (appropriate level of training provided)
• Not use Council IT systems and electronic resources
  ➢ for excessive or unreasonable personal use;
  ➢ to view or distribute unlawful material, or material which may be regarded as offensive or inappropriate; or
  ➢ to copy, disclose or use material in breach of the Staff Code of Conduct or your employment agreement.

**NB:** The Council may at any time access, monitor, log and record any communication or information developed, used, received, stored or transmitted by an employee using the Council’s resources, including Council’s IT Systems. Filtering systems are installed in the Council’s IT Systems which restrict the inward and outward flow of certain types of material, including emails and viruses. Accordingly, some email traffic may be blocked.
By agreeing to the terms of employment, an employee gives consent to the Council to carry out computer surveillance and the Council monitoring the employee’s use of the Council’s IT Systems and electronic resources, either at the Council’s premises or at any other place.

**Emergency Management**
• As part of the duties associated with this position, you may be expected (within reason) to assist in dealing with an emergency situation, should one arise, affecting the operation of Council and/or the wellbeing of the community

**Sustainability**
• Incorporate Warrnambool City Council’s sustainability objectives and targets into projects, programs and services.
• Within the the scope of their position complete with sustainable principles when procuring goods and services on behalf of Council.
• Promote and participate in a culture of sustainability.

Warrnambool City Council’s Staff Code of Conduct and other Council policies and procedures are accessible to employees via Council's intranet (Noticeboard) or by contacting Human Resources.

**ANNUAL STAFF PERFORMANCE REVIEW PROCESS**

Staff participate in an Annual Staff Performance Review which is undertaken in June/September. The Review comprises as a minimum assessment of the following:
• Meeting of established performance objectives.
• Acquisition and satisfactory utilisation of new or enhanced skills.
• Satisfactory service according to Council criteria.
• Review of salary grading based on adopted remuneration management system.

**MINIMUM EMPLOYMENT PERIOD:**

This position is subject to a minimum employment period (6 months qualifying) during which time the employee’s suitability for ongoing employment will be assessed.

**LEAVE ENTITLEMENTS:**

Annual leave is four weeks per annum. Long service leave is pro-rata after 7 years service. Sick leave is twelve days per annum on full pay (cumulative). Entitlements are pro-rata for part-time employees.

*Please note leave entitlements are not available to those employees who are paid a loading in lieu of sick leave and annual leave.*

**SUPERANNUATION:**

The Council is required to make a statutory contribution to the scheme for the employee’s benefit. The employee may also make a contribution. Since 1st July 2014 the statutory contribution is 9.5% of the annual salary.

The Council’s Enterprise Agreement provides that:

The Warrnambool City Council shall continue to be a participating employer in the Vision Superannuation Fund (the Defined Benefits Scheme and/or LASPLAN) in accordance with the provisions and requirements of the Vision Super Fund Trust Deeds.

The Warrnambool City Council will also be a participating Employer of HESTA and any Registered Nurse may elect to have their Employer’s superannuation funds paid into HESTA.

The Council shall contribute to the above fund(s) in accordance with the Superannuation Guarantee Act 1992, on behalf of each employee.

**RESIGNATION/TERMINATION:**

Subject to the provisions of the Local Government Act 1989 and Warrnambool City Council’s Enterprise Agreement, termination of employment shall be effected by notice in writing by either party.

**SMOKING:**

Smoking is not permitted in or close to Council owned and/or managed buildings and also in Council vehicles, including plant.
EMPLOYEE BENEFITS:
Council provides support and facilities to enable staff to achieve a realistic work and life balance. In particular we offer the following employee benefits (many of which are part of Council’s Enterprise Agreement):
- Training and career development opportunities including study assistance
- Salary sacrifice arrangements (superannuation and pool/gym membership)
- Flexible leave and work arrangements
- Paid maternity and paternity leave
- Corporate Health & Wellbeing Program
- Corporate Health Insurance Program
- Active Social Club
- Employee Assistance Program – free counselling and support
- Discounted pool/gym memberships

Privacy & Data Security Act Information
The personal information requested in your application is being collected by the Council for recruitment purposes. The personal information will be used solely by the Council for that primary purpose for which it was collected or a purpose the person would reasonably expect. If this information is not collected your application will not be processed. The incumbent understands that the personal information provided is for recruitment purposes and that he or she may apply to the Council for access to and/or amendment of the information. Requests for access and or correction should be made to the responsible officer and/or the Privacy Officer.

I further understand that only information which may assist me gain employment or assess my suitability for employment will be sought from the referees, and that such information will be handled in accordance with the Warrnambool City Council Information Privacy Policy and Victorian Privacy & Data Security Act 2014, including the provision of access to that information.

RIGHT TO WORK IN AUSTRALIA
You must either be an Australian citizen; or have permanent residence status; or have an appropriate visa issued by the Department of Immigration and Citizenship that entitles the employee to work in Australia.

INTERVIEW:
Applicants should be prepared to attend a personal interview, if required.

PRE-EMPLOYMENT MEDICAL EXAMINATION / FUNCTION CAPACITY EXAMINATION
You may be required to undertake a pre-employment medical examination to ensure that you can safely undertake all of the duties and tasks detailed in this Position Description. For some physical or outdoor positions an additional functional capacity examination may be required.

FIT 2 WORK CHECK (POLICE CHECK) / WORKING WITH CHILDREN’S CHECK:
Applicants may be required to undergo a Fit2 Work Check and/or Working with Children’s Check prior to commencement in a position and may be required (by law or by Council) to maintain and periodically renew their “check” (The requirement will be specified in the Position Description)

DRIVERS LICENCE:
Applicants may be required to hold a current drivers licence (prior to commencement in the position) to fulfil the inherent requirements of this role as specified in the position description.