

Position Description

Position Title:	MANAGER – ECONOMIC DEVELOPMENT
Directorate:	PLANNING AND ENVIRONMENTAL SERVICES
Department:	ECONOMIC DEVELOPMENT
Salary:	Grade 19
Reviewed:	February 2017

POSITION REPORTS TO

Director Planning and Environmental Services

POSITIONS REPORTING TO THIS ONE

NIL

INTERNAL LIAISON

GM, Directors, Managers, Staff, Committees.

EXTERNAL LIAISON

Gunnedah and District Chamber of Commerce and Industry, NSW Business Chamber, NSW Government, Regional Development Australia, Community Groups, other Industry Groups, Developers, NSW Department of Industry, Business owners, other Government Departments, Regional organisations, other Councils.

GROUP OBJECTIVES

To provide quality services both corporately and to our external clients.

DEPARTMENTAL OBJECTIVES

To encourage economic development and activity within the Gunnedah Shire by attracting investment and by increasing the viability, productivity and number of businesses in the Shire.

POSITION OBJECTIVES

- Activating the Gunnedah Economic Development Strategy.
- To develop, implement and promote the strategic economic development framework for the Gunnedah Shire to facilitate the sustainable economic growth and prosperity of the Shire.
- To promote and facilitate economic development, business and employment opportunities in the Gunnedah Shire to ensure it maintains vibrant and viable businesses, commercial and industrial centres and allowing the Shire to thrive economically and socially.
- To provide services and support to the business community, to assist them in becoming more competitive and informed.
- To provide timely advice and support potential businesses and developers.
- To assist in the implementation and further development of the Gunnedah Community Strategic Plan.
- To actively attract businesses to the Shire.
- To identify, promote and assist in the implementation of relevant government, education and industry business development and funding programs that aim to promote and grow local business and industry sectors and benefit the broader business community.

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KEY RESPONSIBILITIES

- Manage the operations of the economic development function, ensuring that change management issues and customer service issues are given a high priority and that the efficient implementation of Council's Community Strategic Plan, as it relates to economic development, is achieved.
- Manage the financial interface of the economic development function, ensuring that budgetary processes are adhered to and that expenditures are maintained within approved levels.
- Manage the communications interface of the economic development group ensuring that appropriate measures are in place to ensure excellent internal and external communications.
- Develop and maintain effective relationships with external organisations.
- Adhere to good and proper conduct in accordance with Council's adopted Code of Conduct and policies.
- Observe the principles of Work Health and Safety, Equal Employment Opportunity and other legislative requirements.

TASKS (6 or 7)

Facilitate Economic Development

- Facilitate economic development activities in the Gunnedah Shire through the provision of information and assistance to new and existing businesses wishing to establish, relocate or expand their activities in the Shire.

Networking

- Establish and maintain an effective network of key contacts with appropriate government agencies and local community organisations in relation to the delivery, co-ordination and promotion of local economic development opportunities.

Promotion and positioning

- Actively promote and position the Gunnedah Shire as a suitable location for business investment and as a quality residential locality, including the co-ordination of appropriate marketing and promotional materials, as well as lobbying government (both State and Federal).

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Integrated planning

- Identify opportunities and prepare submissions for funding assistance from various government and private sector sources for economic development activities.
- Develop, maintain and manage the economic development budget, ensuring that all recurrent and capital income and expenditure is appropriately accounted for.
- Develop, implement and monitor relevant Community Strategic Plan and Gunnedah Economic Development Strategy objectives.

Strategy implementation

- Take a leading role in the strategic planning of economic development initiatives.
- In liaison with Council and Economic Development groups, pursue the implementation of the recommendations contained in the Gunnedah Economic Development Strategy in conjunction with relevant stakeholders.
- Review and revise the Strategy to address the changing needs of Council and the community and take a leading role in the operation of the Group.
- Monitor and review Gunnedah's representation and membership on regional economic development boards and committees in close consultation with relevant stakeholders.

Investment

- Actively pursue new project opportunities and facilitate their development and/or implementation, to progress existing projects and initiatives already underway and to seek appropriate investment in the area.
- Regularly review and implement the Business Partner Program.

Policy advice

- Advise Council on appropriate policies and strategies to encourage and assist investment in the Gunnedah Shire and on emerging trends in economic development.
- Provide assistance and advice to the Director Planning and Environmental Services on the formulation of policies and strategies relating to the adoption of corporate and operational goals for economic development.

Research and reporting

- Undertake research and the preparation of reports, where necessary, on issues relating to the economic development of the Gunnedah Shire, including the maintenance of appropriate databases.
- Submit regular reports to the Director Planning and Environmental Services, General Manager and Council on progress with economic development initiatives and activities and document outcomes derived from those initiatives and activities to assist in determining future action.
- Attendance at Council meetings is a requirement of the position. The incumbent will also be responsible for maintaining the Gunnedah Community Profile.
- Development and maintenance of a business database.
- Other duties as required from time to time.

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Human Resource requirements

- Comply with current human resource management practices and principles, including workplace health and safety, equal opportunity and anti-discrimination processes.
- Continue to implement, monitor and review risk management systems and procedures
- Responsible for implementation of Council's EEO Policy within economic development group. Responsible for co-ordinating job rotation programs.

CORE COMPETENCIES:

All Council employees are required to achieve and maintain an acceptable level of competence in the following areas. Assessment will be ongoing with a formal review to occur annually.

In carrying out their duties employees must at all times:

No.	Competency	Yes	No	Comment
1	Demonstrate knowledge of Council's purpose, structure, values and services.			
2	Display a customer focused attitude both internally and externally			
3	Communicate in a clear and concise manner			
4	Deliver a high quality service and seek ways to improve work processes			
5	Co-operate with other employees and assist in enhancing team morale.			
6	Demonstrate and maintain a high level of integrity and confidentiality.			
7	Actively discourage all forms of discrimination and harassment.			
8	Demonstrate an understanding of Council's Occupational Health and Safety policies and procedures and conform to all OHS requirements of the job.			
9	Seek to improve performance by gaining new skills and knowledge through training and education.			

Assessed Performance Level	E	1	2	3	4	Date
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PHYSICAL REQUIREMENTS OF THE JOB

The following table represents the physical environment in which jobholders will be required to operate under normal circumstances based on average daily exposure to the nominated tasks. Additional tasks / requirements can be added.

WORKING CONDITIONS / PHYSICAL REQUIREMENTS				
Manual tasks Hw		Work Indoors		
Manual tasks Lt		Work Outdoors		
Repetitive lifting		High temperatures		
Trunk twisting		Low temperatures		
Extended standing		Operate machinery		
Extended kneeling		Sun protection		
Extended reaching		Safety boots/shoes		
Elevating arms above shoulder		Respirator		
Climbing into and from excavations		Ear protection		
Crawling		Eye protection		
Shovelling/digging		Safety helmet		
Frequent bending		Work at heights		
Extended sitting		Confined spaces		
Extended walking		Extended vibration		
Loud noise exposure		Extended driving		
Work on uneven ground		Extended computer use		
Colour vision		Exposure to chemicals		
Depth perception		Exposure to Hepatitis		
Balance		Fine manipulation		

The Rating system used is:

- 0 = No exposure / requirement
- 1 = Low exposure / requirement
- 2 = Medium exposure / requirement
- 3 = High exposure / requirement

SKILL DESCRIPTORS

Authority and accountability: Accountable for the effective management of major sections or projects within their area of expertise. As a specialist, advice would be provided to executive level and to the employer on major areas of policy or on key issues of significance to the organisation. The position's influence would have an important role in the overall performance of the function.

Judgement and problem solving: Positions would determine the framework for problem solving or set strategic plans with minimal review by senior management. At this level, the position may represent senior management or the employer in the resolution of problems. The oversight of problem solving and assessment of the quality of judgements made by less qualified staff will apply at this level.

Specialist knowledge and skills: Positions require knowledge and skills for the direction and control of a key function of the employer or major functions within a department. Positions require expert knowledge and skills involving elements of creativity and innovation in addressing and resolving major issues.

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Management skills: Positions may direct professional or other staff in the planning, implementation and review of major programs, as well as participating as a key member of a functional team.

Interpersonal skills: Interpersonal skills in leading and motivating staff will be required at this level. Positions require the ability to negotiate on important matters with a high degree of independence. Positions are required to liaise with the public and external groups and organisations.

Qualifications and experience: Specialist tertiary qualifications in an appropriate field of study combined with extensive practical experience in all relevant areas in order to plan, develop and control major elements of work.

RECRUITMENT AND SELECTION CRITERIA

Essential

1. A degree in a relevant discipline such as economic development, economics, marketing or similar or minimum of five years' experience.
2. Extensive experience in the Economic Development field or a related industry.
3. Demonstrated excellent professional communication skills, including the ability to negotiate with and influence client groups and stakeholders.
4. Demonstrated ability to undertake project management and research requiring the exercise of a high degree of judgment, initiative and sensitivity.
5. Proven ability to manage multiple tasks exercise initiative, meet deadlines and to operate under pressure.
6. Competent computer skills
7. Driver license

Desirable

1. Bi-Lingual; Fluent Chinese (Mandarin) language skills, both verbal and written
2. Ability to translate documents and text from Chinese to English and vice-versa
3. Eligibility to gain a travel Visa
4. A broad knowledge of economic development issues from a regional perspective and its relationship to regional Australia
5. Familiarity with key government departments and organisations involved in economic development.
6. Previous experience in undertaking the preparation of complex submissions and funding applications.

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PERFORMANCE OBJECTIVES

Objective	Tasks	Performance Measures
Implementation of Council's Integrated Planning and Reporting Documents as they relate to the Economic Development Group	<ul style="list-style-type: none"> ▪ Develop objectives for Economic Development in Council's Community Strategic Plan. ▪ Deliver the annual objectives for Economic Development as required by Council's Community Strategic Plan, Operational Plan and Delivery Plan. 	<ul style="list-style-type: none"> ▪ Timely input into Council's Integrated Planning and Reporting suite of documents.
Business Partner Program	<ul style="list-style-type: none"> ▪ Manage the Business Partner Program. ▪ Promote the Business Partner Program. ▪ Secure 'Partners' for the Program 	<ul style="list-style-type: none"> ▪ Budgets developed, meetings conducted, assistance provided to applicants and reports presented to Council. ▪ Publicity generated and promotional material produced. ▪ Partners are committed.
Council representation	<ul style="list-style-type: none"> ▪ Attend Council meetings. ▪ Represent Council, as required, on Committees and interest groups, both local and regional. ▪ Attend functions and meetings as required. ▪ Encourage local representation on strategic regional committees and boards. 	<ul style="list-style-type: none"> ▪ Council meetings attended. ▪ Representation on Committees and groups. ▪ Functions and meetings attended. ▪ Regional committees and boards include Gunnedah Shire residents.
Gunnedah and District Chamber of Commerce and Industry	<ul style="list-style-type: none"> ▪ Support and encourage the activities of the Chamber ▪ Ensure maintain a close relationship between Council and the Chamber. 	<ul style="list-style-type: none"> ▪ Attendance at meetings and functions. ▪ Liaison with the Chamber Committee ▪ Regular meetings held between Council and the Chamber
Economic Development	<ul style="list-style-type: none"> ▪ Produce and regularly revise Economic Development Strategic Plans. ▪ Seek opportunities to enhance Gunnedah Shire's economic development potential. ▪ Source funding to support local economic development initiatives. ▪ Maintain regular, close contact with management of local industry and businesses. ▪ Maintain regular contact with relevant regional and state agencies and departments. 	<ul style="list-style-type: none"> ▪ Strategic Plans available and current. ▪ New opportunities identified. ▪ Funding applied for. ▪ Regular visitation and/or meetings with business managers/owners. ▪ Regular attendance/liason with relevant state and regional bodies.
Promotional product and activities	<ul style="list-style-type: none"> ▪ Ensure a high quality targeted presence at consumer shows, displays and exhibitions. ▪ Ensure the relevant sections of the Council website are up-to-date. ▪ Organise tours/itineraries for interest groups. ▪ Give media interviews as appropriate. 	<ul style="list-style-type: none"> ▪ Displays at Country Week, Ag-Quip, shopping centres and shows as required. ▪ Advertisements and other promotional material designed and 'published'. ▪ Information on website is current. ▪ Interviews recorded.
Public Relations	<ul style="list-style-type: none"> ▪ Ensure regular media contact concerning Council's activities. ▪ Maintain a consistent and positive corporate image in the market place. 	<ul style="list-style-type: none"> ▪ Regular media exposure of Council. ▪ Council's logo and corporate colours consistently and appropriately used.
Finance and Budgeting	<ul style="list-style-type: none"> ▪ Prepare budgets for and monitor income and expenditure associated with the activities of the position. ▪ Participate in Council's Integrated Planning and Reporting process 	<ul style="list-style-type: none"> ▪ Annual budgets developed and monitored. ▪ Activities are on or below budget.
Administration	<ul style="list-style-type: none"> ▪ Ensure all correspondence is processed in a timely, efficient manner, through Dataworks. ▪ Prepare and present necessary reports and submissions when required. ▪ Attend EMT and other meetings as required 	<ul style="list-style-type: none"> ▪ Letters, emails, phone requests and Dataworks tasks completed professionally and on time. ▪ Reports/submissions prepared and presented. ▪ EMT and other meetings attended as necessary.

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NOTE THAT SIGNING THE PD INDICATES AN AGREEMENT AND ACCEPTANCE OF THE CONTENT AS AT THE DATE OF SIGNING.

POSITION INCUMBENTS NAME _____ SIGNATURE _____

DATE _____

SUPERVISORS NAME _____ SIGNATURE _____

DATE _____

MANAGERS NAME _____ SIGNATURE _____

DATE _____

HR ACTION