

POSITION DESCRIPTION		
<b>Position Title:</b> Economic Development Officer	<b>Classification:</b> Band 2 Level 2 Grade 12	<b>Position Number:</b> BHCC-PA-08
<b>Group/Area:</b> Communications and Marketing	<b>Reports to:</b> Manager Communications and Marketing	<b>Hours per week:</b> 35
<p><b>Our Organisation:</b></p> <p><b>Vision:</b> Broken Hill is a vibrant, prosperous and culturally rich Heritage City shared with visitors from around the world.</p> <p><b>Mission:</b> Council provides responsive community leadership to enhance community living and facilitate a prosperous economy</p> <p><b>Our Values:</b> Accountability, Pride, Perseverance, Courage &amp; Honesty, Teamwork</p>		
<p><b>Position Purpose:</b></p> <p>To support designated shared services areas and ensure they are effectively supporting the organisation to meet its short, medium- and long-term goals; particularly in the areas of attracting new business investment, supporting existing businesses to pursue sustainable growth, developing and facilitating the promotion of film, tourism and event opportunities that positively impact the local and regional visitor industry and creating regional networks to attract and support new investment in Broken Hill and the surrounding region.</p> <p>This position plays a pivotal role to ensure Council is a leading partner with our community to achieve Broken Hill's vision of being known among the world's heritage cities, persistently on the forefront of regional community revival and resiliently transforming its economy to deliver diverse and equitable wealth.</p>		
<p><b>Position Objective:</b></p> <p>The Economic Development Officer is responsible for the proactive identification and effective response to grant funding and economic development opportunities, including those associated with Central Business District revitalisation projects, film, events and tourism.</p> <p>The role organises funding applications to assist in achieving economic transformation and vibrancy and identifies funding/sponsorship opportunities for organisational projects, coordinates and/or develops applications, monitors project milestones, reports progress to Council and funding bodies and ensures that funds are acquitted in a timely manner. The role also involves managing Councils' event sponsorship budget and sponsorship MOUs.</p>		
<p><b>Key Stakeholders:</b></p> <ul style="list-style-type: none"> <li>• Manager Communications and Marketing</li> <li>• Other Management Staff</li> <li>• Events, Tourism, and Community Development teams</li> <li>• Employees</li> <li>• Government &amp; non-government organisations</li> <li>• National, State or Local Industry agencies</li> <li>• Local businesses, associations, groups</li> <li>• Organisations and groups sponsored by Council</li> </ul>		

**Special requirements:**

- Some out of hours work and travel may be required.

**Reporting Lines:**

- This position reports to the Manager Communications and Marketing
- This position does not have any direct reports but may be required to assist in the mentoring of trainees

**Duties and Responsibilities:**

**You will use your professional skills and experience to fulfil the following key responsibilities:**

**Duties including but not limited to:**

- Create relationships and networks with Broken Hill's key industries and understand where Council can assist them to maintain operations and expand where possible.
- Consider economic development issues and provide advice in relation to the implementation of relevant objectives, themes and actions in the Community Strategic Plan (CSP).
- Collate and analyse data for the publication of fact sheets and public relations materials to educate the community on the importance of the economy of Broken Hill and its economic catchment and attracting new industries to the Broken Hill regional area.
- Identify emerging economic development issues for Council.
- Develop relevant strategies and policies as they relate to economic development.
- In providing advice, consider the balance of the Social, Economic, Environmental and Cultural impacts on the community.
- Leverage State and Federal funds to support economic development outcomes and grant opportunities in Broken Hill and the region.
- Ensure a systematic, professional and monitored approach to Council's grant seeking activities to maximise non-recurrent large grant funding opportunities, including pre-application processes, the development of timely and accurate business cases and applications, liaison with stakeholders, oversight of contractual requirements, milestone reporting and acquittals.
- Develop working relationships with areas of State and Federal Governments that have a responsibility to allocate grant funding.
- Maintain "funding opportunity" databases, activity tracking systems, and related confidential files.
- Promote, foster and encourage a flourishing film industry, including processing film permits for the City.
- Promote Broken Hill as an event destination and support the Events team in the delivery of Meetings, Incentives, Conference and Events (MICE) and community events.
- Develop working relationships with stakeholders to attract sponsorship to support the development of programs, projects, services, activities, facilities and events that provide benefit to the community of Broken Hill.
- Actively promote and leverage Broken Hill as the Nation's First Heritage Listed City.
- Contribute to and advise Council on strategic tourism and marketing programs.
- Participate in regular reviews of the success of promotional campaigns and processes and assist to devise ongoing strategies to ensure an enhanced community awareness of the benefits and importance of ongoing growth and development for the City.
- Manage Council's events sponsorship budget, report to Council and manage sponsorship MOU's.
- Assist in mentoring Economic Development Trainees, when required.
- Undertake other duties within employee's skills, competency and training as required.

**You will contribute to a strong customer and community engagement focused approach to service delivery by:**

(N.B. Customers include both internal and external customers, including but not limited to ratepayers, residents, co-workers, councillors, external agencies, suppliers etc.)

- Understanding the overarching outcomes provided by Council through service delivery and infrastructure provision to the quality of life for residents and visitors to our City and having an ability to promote these outcomes.
- Effective use of all media platforms including social media.

- Ensure all public documents are professional and ensure a positive corporate image.
- Maintain a cohesive working relationship with the Communications & Community Engagement Coordinator to ensure consistent messaging.
- Listening to customers and understanding that customer experiences are multi-faceted and consideration is given to customer viewpoint and sensitivities surrounding particular decisions and interactions.
- Recognise that customers' perceptions are their reality. Create processes to catalogue your customers' reactions and act on this intelligence by aligning your operational practices wherever possible to positively impact on your customers' perceptions.
- Ensure that value is delivered to customers through a commitment to mutual cooperation among employees from different functions and departments.
- Responding to and resolve Customer Requests and enquires in a timely and customer focused manner.
- Ensuring that communication with customers is open, timely and transparent.
- Being recognised for having a professional attitude towards customers.
- Having an ability to manage difficult situations and conflicts – calmly and professionally.

**You will contribute to an effective organisation by:**

- Monitoring the external environment to identify potential risks, threats and opportunities related to your department, and ensuring these are considered in decision-making.
- Support business excellence and continuous improvement practices.

**You will assist Council in achieving a financially sustainable future by:**

- Contributing to a whole of Council approach to resource usage and allocation.
- Maintaining a 'value for money' attitude, through efficient and effective use of resources.
- Making recommendations for innovative improvements in your work area that enhance outcomes for the community and reduce corporate services costs.

**You will assist Council to meet Records Information management:**

- Understand and implement compliant records management in line with the State Records Act and BHCC Record Management Policy.

**You will adopt a teamwork approach by:**

- Performing an active role within the team to achieve the objectives of that function.
- Engage in regular communication and co-operation with fellow team members.
- Understanding that all staff at Council are one team working towards a shared purpose and applying a 'whole of organisation' approach to every aspect of your work.
- Embracing and promoting the values of the organisation.
- Setting an example for other employees regardless of reporting lines.
- Committing to self-awareness and improving professional effectiveness.
- Understanding corporate risks that apply to your activities.

**You will ensure a safe and equitable workplace environment by:**

- Acting in accordance with the NSW WHS Act 2011, WHS regulations and Council's WHS Framework.
- Implementing, monitoring and complying with Council's WHS Framework, including, but not limited to WHS Policies, Standard Operating Procedures, Risk Assessments/Work Instructions and associated tools in the work area.
- Adequately familiarising yourself with your WHS responsibilities and actively fulfilling these.
- Ensuring Council's equal opportunity employment practices reflect the highest standards of ethics, and EEO plans are developed and implemented accordingly.

**Other duties:**

In accordance with the Broken Hill City Council Award, Broken Hill City Council is committed to improving the skill levels of its employees and removing any impediments to multi-skilling. This position has therefore

been designed to ensure the incumbent of the position (the employee) has a broad and diverse range of accountabilities and duties to perform.

The responsibilities and tasks listed in this position description are indicative only; Broken Hill City Council may direct the employee to carry out such duties that are within the limits of the employee's skill, competence and training.

Employees shall have reasonable and equitable access to education and training. Such education and training shall enable employees to acquire the range of skills they are required to apply in their positions.

### Position and Person Specifications


#### Essential:

- A tertiary qualification in relevant discipline and/or previous experience relative to the role.
- Proven Grant funding submission preparation, application and management experience.
- Excellent written and verbal communication skills, particularly in the areas of report and submission writing.
- Demonstrated ability for developing and maintaining collaborative and cooperative partnerships with Government and private enterprise.
- Knowledge of State and Commonwealth Government and private sector funding programs relevant to economic development, tourism, film, brand development and marketing.
- Mature and proactive communication skills and ability to present, influence, gain cooperation and undertake negotiations in sensitive environments.
- Well-developed business acumen to make sound judgements and an appreciation of the strategic planning environment across all tiers of government.
- Excellent time management skills and the ability to prioritise workloads to meet strict deadlines.
- Demonstrated skills and experience with Microsoft Office suite applications including word, excel and outlook.
- Proven ability to produce work of a high standard including accuracy, report writing, planning and attention to detail.
- Ability to maintain confidentiality.
- Demonstrated commitment to a customer service culture and delivery of quality service.

#### Desirable:

- Project Management experience or knowledge of project management methodology and an ability to manage a range of competing priorities to deliver results.
- Experience in developing business cases, executive briefings and high level report writing.
- Willingness to embrace innovative concepts and think outside of the box.

### Acceptance of Position Description

<b>Approved:</b> General Manager	<b>Signature:</b> 	<b>Date:</b> 01/07/2024
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*I have read and understand the content of the Position Description and undertake to meet the duties and responsibilities of this position.*

<b>Accepted:</b> Employee Name	<b>Signature:</b>	<b>Date:</b>
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