



Mansfield Shire

Position Description

Senior Coordinator
Economic Development

High Country, Lakes and Rivers



Senior Coordinator Economic Development

Mansfield Shire Council aims to work with our community to continue to build a Shire that is recognised for its balanced social, economic and environmental development that acknowledges the diverse needs and values of our communities.

Position Number	Classification	Date
2.21	Band 8	February 2024
Unit	Enquiries	Status (FTE)
Economic Development	General Manager Business & Economic Development	1.0

Position Objectives

To lead and facilitate the delivery of functions, services and events that contribute to local economic development, attraction of new investment, and support the seamless interaction with Council for businesses operating in Mansfield Shire.

The role is responsible for the day-to-day operational management of a team responsible for delivering activities, events, and projects for the economic development of the Shire, developing and building a stronger local economy and delivering direct services such as, tourism and event management, and business support services and advocacy.

The role will take the lead in working with businesses and other partners, and with other internal business units based on a 'whole-of-Council' approach to providing quality services to the economic and cultural benefit of the Mansfield Shire community.

Technical Accountabilities

- ▶ Drive innovation and inform strategic planning to realise the Shire's competitive advantages in meeting future challenges and positioning Mansfield as a highly desirable destination for life, leisure, investment, and business.
- ▶ Maintain a working knowledge of contemporary practice in the areas of responsibility and identify, develop, and implement policies, strategies, plans and programs that provide a holistic approach to economic development and tourism.
- ▶ Establish relevant data bases and data analysis, including forecasts, to inform investment and business gaps, demographic trends, alternative futures that impact and influence economic outcomes of the Shire.
- ▶ Establish effective, timely, relevant, and accurate communication platforms to support the dissemination of data and information to community members / business to enable their economic development, access to funding opportunities and business growth.
- ▶ Lead the effective and efficient operation of the Shire's Visitor Information Centre, and determine the Centre's future vision



and potential operating models for Council's consideration.

- ▶ Identify and develop programs and services that facilitate positive economic outcomes for the community, with a focus on small business support, job creation and fostering a thriving tourism economy.
- ▶ Develop and implement facilitation programs that attract new business and investment to the Shire and facilitate growth of existing businesses and employment attraction.
- ▶ Develop strategic partnerships to advocate for access to funds and grants for council, community, and private enterprise.
- ▶ Support and lead the establishment of appropriate groups, partnerships, and processes to encourage and foster collaboration and open communication between council, business, and development and investment communities
- ▶ Work in partnership with key stakeholders and advocate to the federal and state government to facilitate and promote economic and tourism development across the shire
- ▶ Manage a range of Council and other government funded function related grant programs.
- ▶ Deliver on agreed annual key performance outcomes and perform other duties as directed in accordance with the responsibility and skill level of the position.
- ▶ Contribute to integrated planning for all ages and sectors of the Mansfield community, with a particular emphasis on strategic planning and recreation/sports planning to achieve a resilient community.
- ▶ Provide recommendations on existing and proposed policy and procedures and exercise judgement in the application of Council policy in relation to the development and delivery of specific projects impacting economic development in the Shire.

Leadership

- ▶ Provide leadership in the Economic and Tourism and Events functions to deliver against Council's operating and strategic objectives.
- ▶ Lead by example regarding collaboration with internal and external stakeholders.
- ▶ Actively support and lead the team to develop resilience.
- ▶ Plan for the immediate and long-term team resources required to deliver outstanding services for council.
- ▶ Identify development needs and ensure that training and development is undertaken to meet those.

Our Values

Communication

Co-operation

Trust and
Honesty

Respect

- ▶ Supervision and strategic leadership of the Unit including strategy, planning, and day to day operations.
- ▶ Participate in the corporate management of the shire through membership of the Senior Leadership Group (SLG).

Operational Management

- ▶ Ensure effective financial management through efficient and regular monitoring of the operational budget and project budget requirements.
- ▶ Consult with and report regularly to the General Manager Business and Economic Development on activities of the Unit on any significant or emerging issues or risks.
- ▶ Implement a monitoring and evaluation framework and provide regular reports to Executive Management and Council against internal and external key performance indicators.
- ▶ Manage procurement and contract management requirements in line with the policy.
- ▶ Monitor use of council resources to maximize efficiency
- ▶ Deliver on team reports in a timely accurate and succinct manner.

Organisational Relationship

Reports to

General Manager Business and Economic Development

Supervises / Manages

- ▶ Coordinator Economic Development - Tourism, Youth & Events
- ▶ Customer Service & Admin Support / Cemetery Admin Officer
- ▶ Coordinator Resilience

Internal Liaisons

- ▶ Executive Management Team, Senior Leadership Team, Councillors, direct reports, other staff across Council.

External Liaisons

- ▶ General public, residents and ratepayers, State Government Departments and Agencies
- ▶ Other Local Governments and Boards
- ▶ Relevant Community Groups and organizations
- ▶ General Public and Residents
- ▶ Contractors and Consultants

Specialist Knowledge and Skills

Knowledge and Understanding of:

- ▶ Principles of economic development.
- ▶ Project management principles and practice.
- ▶ Contemporary engagement practices including deliberative engagement and IAP2

Skills and Competencies

- ▶ Highly developed project management and stakeholder management skills
- ▶ Demonstrated engagement and facilitation skills
- ▶ Skills in planning including strategic and community planning
- ▶ Highly developed written communication and strategy/plan development skills
- ▶ Project management skills
- ▶ Budgeting skills
- ▶ High level grant funding application and management skills
- ▶ High level experience using MS Office suite of products.
- ▶ Well-developed administrative skills, including records management.
- ▶ Excellent front-line customer service/customer relations delivery.

Qualifications and Experience

Experience

- ▶ Experience in economic development essential.
- ▶ Experience in the management of diverse teams.
- ▶ Experience in facilitating outcomes using constructive, consultative methods.

Qualifications

- ▶ Current Victorian drivers license.
- ▶ IAP2 certificate highly desirable.
- ▶ Tertiary qualification in economic development, project management, business management, or similar discipline or lesser formal qualifications with substantial relevant experience.

Key Selection Criteria

- ▶ A relevant tertiary qualification in economic development, project management, business management, or similar discipline or lesser formal qualifications with substantial relevant experience.
- ▶ Management skills and experience with the ability to work within a team and to provide supervision, guidance, and direction to staff.
- ▶ Proven knowledge of economic development principles and demonstrated experience working with an economic development focus.
- ▶ Knowledge of key areas of service planning, project management and evaluation.
- ▶ Exceptional interpersonal skills including experience in the writing of reports, funding submissions and other documentation.

Position Descriptors – Band 8

Organisational Accountabilities

- ▶ Ensure that Mansfield Shire Council's Code of Conduct and all policies and procedures are adhered to.
- ▶ Ensure Occupational Health & Safety (OH&S) and Human Resource Management procedures and practices are adhered to in line with organisational requirements including contractor risk management and OH&S accountabilities.
- ▶ Understand the principles of risk management and their application to all Council activity.
- ▶ Support organisational development and continuous improvement initiatives within the Council.
- ▶ Provide quality customer service and accurate information on Council products and services, communicate with customers in a friendly and courteous manner, effectively manage their enquiries and complaints and deliver timely punctual and reliable service.
- ▶ Provide assistance with Municipal Emergency Services as required.
- ▶ Develop and maintain a culture in which staff anticipate and deliver services in a responsible and customer focused manner.
- ▶ Commitment to and implementation of the Council Plan and Annual Business Plan of Council.
- ▶ Work cooperatively and ensure positive communication and relationships with all staff across all departments.
- ▶ Contribute to the improvement of the department by innovation and personal initiatives and contribute to team meetings.
- ▶ A commitment to the principles that support the safety and wellbeing of all children.

Management Skills

- ▶ Ability to achieve objectives within specified timeframes and within budget, often when there are competing objectives and deadlines;
- ▶ Supervision skills to establish and maintain productive relationships with staff, contractors, community, internal and external stakeholders.
- ▶ Ability to establish and maintain a high performance culture in staff.

Judgement and Decision Making

- ▶ This position requires a combination of high level problem solving skills and policy development expertise.
- ▶ Problem solving will generally require identification and analysis of guidance drawn not always from within the organisation and will generally require extensive use of an unspecified range of options.

Accountability and Extent of Authority

- ▶ Activities are governed by established organisational policies and procedures and within agreed service standards and established internal controls.
- ▶ Direction is covered by clear service delivery objectives and targets and/or budgets.
- ▶ Freedom to act outside of established guidelines is subject to specific delegations.
- ▶ Develop, maintain, and implement business continuity and disaster recovery strategies and solutions, including risk assessments, and business impact analyses for the business unit plans you have responsibility for;
- ▶ Ensure that Risk Management practices are applied in your day-to-day activities in accordance with Council's Risk Management Framework and Risk Management Policy.
- ▶ Authorised to approve expenditure on relevant accounts as determined by delegation.

Interpersonal Skills

- ▶ Ability to provide high level specialised advice to Management.
- ▶ Excellent communication skills with the ability to effectively communicate with staff at all levels, maintaining both integrity and confidentiality in dealing with issues of a sensitive or personal nature.
- ▶ Well-developed skills in written communication including a high level of sophistication in creation of correspondence and reports.
- ▶ Ability to persuade, convince and/or negotiate.
- ▶ Ability to liaise with counterparts in other organisations to discuss and resolve specialist problems.

Organisational Context

The Mansfield Shire Council organisational structure has been developed with the following departments reporting directly to the CEO:

- ▶ Community and Corporate Services Directorate
- ▶ Infrastructure and Planning Directorate
- ▶ People and Culture Department

This structure has been designed to ensure a clear focus on the delivery of best value services and to utilise the skills and experience of staff in the most effective manner.

Diversity and Inclusion

- ▶ Mansfield Shire Council is an equal opportunity employer and is committed to providing for its employees a work environment which is free of harassment or discrimination. The organisation promotes diversity and awareness in the workplace.
- ▶ We value inclusion and diversity within our workforce and our community, supporting the invisible and visible qualities of all who walk through our doors. As an employee of Mansfield Shire Council, you will respect and show kindness to all regardless of ethnicity, sexuality, identity or any other protected attribute.

How to apply

- 1 Cover letter**

Prepare a cover letter providing a snapshot of why you are interested in the position and the reasons we should hire you. Include any required information that has been outlined in the job advertisement. Your cover letter should be no longer than one page in length.
- 2 Key selection criteria**

Respond to the list of key selection criteria clearly demonstrating how your qualifications and/or experience would help you to meet the requirements of the role. **Please ensure that you address all key selection criteria contained within the position description.** This document should be kept to a maximum of two pages if possible.
- 3 Resumé**

Provide your up to date resumé containing a summary of your skills, employment history, experience, knowledge and abilities. A good resumé will be tailored to the position you are applying for with emphasis on the skills and experience that directly relate to the role.
- 4 Submit your application by the closing date**

Once you have collated the necessary documents, visit the Mansfield Shire Council's 'Information for Applicants' web page at mshire.co/applicant-information, for information on how to submit your application. All information must be received by Council prior to the advertised closing date.

For more information please contact:

Julie Williams, General Manager Business & Economic Development on (03) 5775 8555

More detailed information on how to apply is available at
mshire.co/applicant-information

including tips for addressing key selection criteria, writing a cover letter and resumé.

OFFICE USE ONLY

Authorised by CEO:



Employee's
Signature

Date:

27/2/2024

Employee's
Name

Date: / /



Mansfield Shire