



BALRANALD SHIRE COUNCIL

Position Description

Economic Development & Tourism Manager

POSITION DESCRIPTION

DIVISION: Corporate	SECTION: Community Services
Position: Economic Development & Tourism Manager Position Number: 3.02 Code: TEDM	REPORTS TO : General Manager/Director Corporate & Community Services
CLASSIFICATION:	NO.STAFF SUPERVISED: 6 to 8
Employment Status: Permanent Full Time	HOURS OF WORK: 35 hours/week
LOCATION: Council Offices 70 Market St Balranald	DESIGNATED MANAGEMENT POSITION: Yes
APPROVED BY: General Manager	REVIEW DATE: February 2023

OVERVIEW OF POSITION/PURPOSE

To identify and lead strategic economic development and tourism service planning and activities that meet the changing, emerging and diverse needs of Balranald Shire through service planning, coordination, information and partnerships.

LINKS (INTERNAL) <ul style="list-style-type: none"> • General Manager • Director Corporate & Community Services • Director Infrastructure & Development • Council Staff 	LINKS (EXTERNAL) <ul style="list-style-type: none"> • Ratepayers and General Public • Service Suppliers • Government Departments • Local and Regional Business Owners
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PERSONAL ATTRIBUTES APPLICABLE TO ALL POSITIONS

Display resilience and voice	Be open and honest, prepared to express your views and willing to accept and commit to change.
Act with Integrity	Be ethical and professional, and adhere to the Code of Conduct, Council Values and Work Standards
Manage Self, Deliver Results	Show drive and motivation, commitment to continuous learning and achieving results through efficient use of resources. Ability to operate within a budget.
Work Safely	Take care of own health and safety and that of others, be aware of hazards and promptly report same to WHS officer.
Communicate Effectively, and work Collaboratively	Communicate clearly, actively listen to others and respond with respect; engage and collaborate with others and value their contribution.
Customer Service Focused	Provide customer centred services in line with organisational objectives and agreed service standards.
Demonstrate accountability	Be responsible for own actions, adhere to legislation, policies and procedures and be proactive in identifying and addressing risk.

POSITION OBJECTIVES

The key objectives of the position are to:

- To identify and lead strategic economic development and tourism service planning and activities that meet the changing, emerging and diverse needs of Balranald Shire through



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service planning, coordination, information and partnerships.

- To develop and implement Council's economic development and tourism related strategies and projects.
- To work in partnership with business and the community to maximise participation in economic development and tourism programs and opportunities in accordance with Councils policies.
- To undertake research, co-ordinate marketing and promotion of economic development and tourism in a manner that will attract business to and create employment opportunities in the Balranald Shire.
- To participate in all Economic Development and Tourism department planning and project activity.

KEY RESPONSIBILITY AREAS

Strategic Economic Management and Community Engagement

- Formulate and implement strategies to develop and market Balranald Shire and Balranald Shire Council local government area to attract and retain investment which complements Council's strategic objectives.
- Facilitate the development and enhancement of Balranald Shire economic and industry base thus assisting in the promotion of employment opportunities.
- Project, implement and manage specific key strategic economic development or tourism projects.
- Create a positive economic/community environment that benefits existing and future businesses and residents and stimulates positive community participation in the development process.
- Forge collaborative partnerships and alliances with Federal, State, Local and Regional Agencies, tourism organisations and business groups to optimise economic development outcomes.
- Represent management on committees, task groups, and other official engagements as required.

Planning and Coordination

- Identify needs with respect to economic, community and tourism development.
- Facilitate the development of a range of projects and facilities within the Shire as appropriate.
- Provide strategic advice in relation to economic, community and tourism development.
- Develop and review strategies and plans to encourage development within the Shire.
- Ensure all programs and policies have regard to equity of access and input by all.
- Liaise with local and regional organisations and government departments as appropriate in order to maximise the service provision and development of business and tourism.
- Supervise and monitor external providers in accordance with negotiated contracts or agreements.

Funding Management

- Prepare funding applications for external grants for Council and assist the facilitation of economic and tourism development.



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- Develop funding policies and advocacy for support to programs having regard to economic relevance and participation.
- Facilitate industry groups to secure sponsorship and resources for business and tourism activities and programs.
- Ensure adherence to budget programs and policies of Council as they relate to the Economic Development & Tourism Department.

Corporate

- Provide advice and assistance and make recommendations to the General Manager and Director of Corporate and Community Services.
- Prepare timely reports for consideration by the General Manager and Director of Corporate and Community Services or Council as requested/required.
- To ensure the implementation of Council resolutions.
- To advocate the needs of the general community, individuals, businesses, tourism operators and potential businesses to Council on behalf of current and potential service users.
- To promote inter-departmental synergies and work cohesively with other Council departments on strategies and services which impact on economic development and tourism.

Business Management

- Participate in the Economic Development and Tourism Business Planning Process.
- Develop and foster a customer focus to service delivery.
- Participate in the benchmarking of Council's services.
- Report on Key Performance Indicators, as required.
- Prepare and monitor department program budgets.
- Oversee the management of the Balranald Caravan Park and the Bidgee Haven Old Aged Hostel.
- Maximise the use of internal media to communicate corporate decisions and continually evaluate the effectiveness of internal communication.
- Promote networks of influence that support Council's business interests.
- Investigate examples of best practice and identify ways to deploy these within the organisation.

GENERAL WORK REQUIREMENTS

General

To provide the best customer service to both internal and external customers in accordance with Council's policy and procedures in particular:

- Replying to written correspondence within 14 days.
- Returning telephone calls within 24 hours.
- Ensuring that the public image of the Council as a service provider is always maintained in the highest integrity.
- To support Council objectives in the public forum.
- To display a positive attitude towards Council policy and decisions in relation to the position and the public image of the Council.



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- To provide a positive personal contribution in the exchange of information between team members, across business departments and with customers.
- To contribute to a Service Improvement Program by participating in teams aimed at work improvement.
- To lead, encourage and participate in team activities.
- To participate in training programs designed to increase efficiency and effectiveness.
- Presentation of a courteous and helpful image to Councillors, internal officers, outside organisations and customers.
- Maintenance of confidentiality in performing the duties of the position and in liaising with internal officers, outside organisations and customers.

Public Safety/Risk Management

- To be observant with regard to identification of potential public safety hazards and notify supervisor of hazards which cannot be remedied immediately
- Rectify hazards and notify supervisor with a view of preventing recurrence
- To follow up action items with specific timeframes as directed by staff and advise staff of action taken
- Observe risk management principles, policies and practices through the risk management strategy and operational procedure statements
- Employ risk management principles and practices in day-to-day duties and functions
- Report on any matter that may have a potential risk exposure to the organisation, fellow employees, contractors or the public

Human Resources

- Identify training and development needs through Appraisal System for yourself and any staff you directly supervise, and participate in corporate training.
- Ensure adherence to Council Code of Conduct, Equal Employment Opportunity, Privacy procedures and other policies and programs.
- Participate fully in the Staff Performance Management System, Recruitment and Induction processes.

Equal Employment Opportunity

- To actively support the principles and practices of Equal Employment Opportunity

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- The freedom to act is limited by agreement with the Manager Economic Development & Tourism over directions and to the areas nominated by legislation, Council and its' policies and planned objectives as determined by endorsed strategic documentation.
- Accountable for ensuring development and delivery of projects within agreed timelines.
- Assist with the development of operational plans and the aligned budget for the Economic Development and Tourism Department.



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- Authority to liaise and advise industry/business stakeholders on business development initiatives and industry attractive opportunities.
- Identify and secure relevant State/Federal Government funding in accordance with Council procedures.

SPECIALIST SKILLS AND KNOWLEDGE

Skills

- Sensitivity to the requirements of working in a political environment.
- Ability to understand, implement and continuously improve Council policies and procedures as well as relevant legislation.
- Team motivation, development and supervision to achieve high performance.
- Highly development administrative computer skills including spreadsheets, databases, records management systems, corporate systems and other software.
- Demonstrated ability to liaise, negotiate and communicate effectively on complex issues so that stakeholders and clients work towards achieving quality outcomes.
- Community engagement, public relations and conflict resolution skills.
- Flexibility in approach, ability to think laterally and apply innovative practices to satisfy the needs of changing circumstances.

Knowledge

- Potential to undertake the work outlined in the key responsibilities.
- Sound commercial acumen and ability to exercise independent judgment with and without consultation with the Manager People & Performance.
- Understanding of the underlying principle of the position duties, in addition to the practical aspects.
- Understanding of long term unit goals and policies of the unit and the wider organisation
- An understanding of Library services, their operations and importance to the community.
- Knowledge of the role of Local Government, its activities and operations is desirable.
- Knowledge of the functions and activities of relevant government agencies is desirable.
- Demonstrated excellent organisational and time management skills in a busy office environment.
- Broad knowledge of process and business system improvement methods together with project management approaches.
- Proficient word processing skills and desktop publishing skills with particular emphasis on accuracy and grammatical correctness.
- Periodically review the currency and effectiveness of procedures relating to the Departments' operations and recommend amendments/additions thereto and ensure that Council policies and decisions are understood and adhered to in the Departments.

JUDGEMENT AND DECISION MAKING SKILLS

- This role requires the ability to make decisions on all matters which are the responsibility of the position, provided that these are within delegated authority, legislative requirements, established policy or recognised standards.
- In some instances, practical and creative solutions to address a problem may need to be developed, requiring drawing on previous experience or researching new solutions/outcomes.
- Judgements and decisions will also be required on complex problems where advice may be



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sought externally to the department and the organisation.

- Guidance and advice would usually be available to resolve complex issues.

MANAGEMENT SKILLS

- Ability to conduct meetings to obtain agreement, resolve issues and transfer knowledge in areas of responsibility.
- Well-developed skills in time management, setting priorities, planning and organising own work as well as ensuring staff achieve their specific objectives in the most efficient way within the resources available and set timeframes despite conflicting pressures.
- Ability to effectively supervise and performance manage staff and ensure appropriate training is provided.

QUALIFICATIONS AND EXPERIENCE

- A relevant tertiary qualification in business, marketing or a similar discipline or demonstrated experience in the business/commercial sector.
- Demonstrated understanding of successful business development and investment attraction initiatives.
- Demonstrated experience in long term strategic planning for economic development/business development related areas.
- Ability to work proactively with a wide range of internal and external stakeholders.
- A current C Class driver's licence

SELECTION CRITERIA

- A relevant tertiary qualification in business, marketing or a similar discipline or demonstrated experience in the business/commercial sector.
- A demonstrated understanding of local government's role in facilitating the further development of a regional economy.
- A demonstrated ability to successfully interact with staff, the public and Government departments and to establish and maintain professional networks.
- Exceptional interpersonal and written communication skills with particular emphasis in the areas of consultation, advocacy, conflict resolution and assertiveness in order to resolve issues and meet changing organisational needs relevant to the work area.
- Demonstrated time management skills including the ability to use initiative and judgement to reach outcomes and to work unsupervised so as to achieve objectives of the department.
- Proven supervisory/management experience gained within a multi-disciplinary function, including the ability to develop and motivate staff, provide advice, establish and monitor outcomes and establish procedures.
- A current C Class driver's licence



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ADHERENCE TO COUNCIL'S POLICIES AND PROCEDURES

I hereby agree to abide by the Council's Policies and Procedures in relation to all employment and work matters.

This is to state that I am aware of and have agreed to the conditions and responsibilities as outlined in this Position Description and understand that:

- 1 My performance will be continuously monitored and measured in accordance with these criteria; and
- 2 I will establish an agreed set of Key Performance Indicators with the Director and General Manager within 60 days of my commencement.

I also understand that my performance will be appraised on an annual basis in accordance with performance measures as set out in the Staff Development Scheme for this position and that both this Position Description and the Staff Development Scheme will be reviewed and updated on an annual basis.

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Incumbent

...../...../.....
Date

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Supervisor

...../...../.....
Date