

Position Description

Position Title	Investment Attraction & Visitation Officer
Directorate	City Futures
Department/Business Unit	Business Development and Investment
Team	Growth and Investment Unit
Classification	Band 6
Date	October 2024

Reports to:	Coordinator Growth and Investment
Supervises:	Nil
Internal Liaison:	Coordinator and other team members of Growth and Investment Unit, Placemaking and Revitalisation Unit, and Business and Employment Unit Manager, Business Development and Investment Other Council staff, as required
External Liaison:	Business Traders Industry associations / Government agencies Other Local Government Economic Development Unit staff Investors, Developers, and Real Estate agents

Position Objectives

Your primary purpose in this position is to:

1. Contribute to the effective operation of the Growth and Investment Unit through the implementation of Unit's work plan & Council's strategies and plans.
2. Provide a vital source of outreach and connection between local traders and Council.
3. Identify, develop, and implement projects, events and initiatives that contribute to economic growth and visitation within the municipality and region.
4. Develop and maintain effective partnerships and relationships with retail and business leaders, and key industry stakeholders to support programs and services aimed at achieving positive economic development outcomes.
5. Contribute to the development and implementation of visitation activities for our Activity Centres
6. Provide timely and relevant market intelligence and advice on industry trends and economic matters.
7. To support the Business Permit Support Service and the Major Development Facilitation Service for Activity Centres, strengthening a culture of service

Key Selection Criteria

You need these essential qualifications (or experience), knowledge and skills to carry out this position

1. Tertiary qualifications in economic or business development, or extensive industry experience, combined with a solid understanding of economic development principles and the role of government in supporting business and economic growth. Knowledge of the role of government in

promoting and enhancing business and economic development.

2. Sound knowledge of the economic challenges, emerging trends, and issues facing retailers and key industries that drive the local economy
3. Proven project management experience, including stakeholder engagement, strategy development and implementation skills, with the ability to deliver within timelines and budgets.
4. Excellent networking and relationship building skills including the ability to gain cooperation and assistance from a range of people to achieve team and organisational goals.
5. Demonstrated experience in developing and implementing strategies to attract visitation, and support investment growth in key precincts.
6. Demonstrated understanding of the role Council plays in Economic Development and the assessment, approval and compliance of Council approvals/permits associated with the establishment and ongoing operation of businesses.
7. Excellent written and verbal communication skills, with a demonstrated ability to prepare a wide range of reports and correspondence as well as deliver verbal presentations of a high standard.

As part of the Key Selection Criteria, you must hold and supply these licences, registrations, certificates, etc., prior to offer of employment and commencement and continue to maintain them throughout your employment in this role with Council:

- current valid (and ongoing) Victorian Driver's Licence

Position Specific Responsibilities & Skills

In this position, you are responsible for:

<p>Relationship Management & Outreach and Engagement</p>	<p>The Investment Attraction and Visitation Officer will provide a vital source of outreach and connection between local traders and Council.</p> <ul style="list-style-type: none"> • Develop and maintain strong, positive relationships with business owners, retail managers, and key community stakeholders. • Serve as the main liaison for business and retail enquiries, addressing concerns and facilitating communication between parties. • Proactively engage with small businesses across multiple sectors to provide guidance and assistance. • Work collaboratively to support trader groups and business associations so that businesses can grow and prosper.
<p>Program, Project & Event Management</p>	<ul style="list-style-type: none"> • Develop and deliver timely, creative and innovative initiatives, programs, projects, services and events as required to support businesses and industry and contribute to the economic growth within the municipality and region. • Contribute to and assist in executing innovative activity centre activation initiatives in collaboration with the Placemaking and Revitalisation team. • Contribute to the development and implementation of visitation activities for our Activity Centres. • Develop and execute visitation activities for Activity Centres, including identifying food and cultural opportunities to attract CALD communities. • Assist and support the Growth and Investment team with business and permit enquiries. • Oversee special projects derived from the Council Plan and Economy and Place Strategy. • Manage programs and projects as required.
<p>Business Permit Support Service & Major Development Facilitation</p>	<ul style="list-style-type: none"> • Assist in the implementation of the Business Permit Support Service & Major Development Facilitation Service by supporting cultural shifts and logistical changes across the organisation. • Act as a secondary point of contact for customers and businesses, offering client management support to enhance the customer experience regarding

Service	<ul style="list-style-type: none"> permit requirements. Liaise with internal teams to support timely progress of permits, ensuring effective communication and problem resolution. Support with the collection and organisation of data to evaluate service usage and the effectiveness of reforms and process improvements, contributing to monthly reporting.
Research, reporting, information prepared, presented and disseminated	<ul style="list-style-type: none"> Provide advice to Council on issues relevant to small business and retail in Greater Dandenong and broader industry trends. Develop and manage regular economic reporting for internal and external stakeholders. Benchmark and track Activity Centre visitation Prepare high-quality written reports, briefing papers, presentations, and funding submissions related to economic development. Provide coordinated responses to businesses, visitors, and residents regarding their enquiries or issues. Prepare regular reports on project achievements. Prepare quality written reports and verbal advice on economic development issues relating to policy and strategy development. Prepare Council reports, briefing papers, and presentations, Prepare funding submissions and/or background information to support applications for funding, to external stakeholders including State and Federal Government. If successful, keep accurate records of all funded projects and prepare necessary documentation to acquit grants.
Business and Industry Support	<ul style="list-style-type: none"> Develop and maintain strong strategic working relationships with a range of internal and external stakeholders, including businesses, residents, Government agencies, industry associations and EDU staff in neighbouring Councils. Facilitate access to business training and development opportunities to strengthen the local business community. Develop advocacy and grant applications and administer grants targeting businesses and retailers in our activity centres. Represent Council on issues or projects that are involved in or influence Greater Dandenong's economy, as and when required by the Coordinator Growth and Investment. Support, deliver and implement actions in the Growth and Investment work plan and Council strategies.
	<ul style="list-style-type: none">

Core Organisational Capabilities

We have a Core Capability framework to help everyone succeed and develop for their current and future positions. The relevant capabilities for this position are at the back.

REACH Values

Our REACH values define who we are and how we interact with others. They define how each of us should aim to operate in the workplace regardless of the role we hold. Our REACH values are at the back.

Organisational Responsibilities

Everyone at Council has the following responsibilities and obligations:

Emergency Management	<ul style="list-style-type: none"> • Help Council fulfil its emergency management obligations by assisting in emergency management activities as required
Child Safety	<ul style="list-style-type: none"> • Understand obligations and act in an appropriate manner with and around children • Promote positive work practices with children • Establish boundaries around acceptable and unacceptable behaviour in relation to children • Adhere to reporting obligations where there is suspected or discovered child abuse
Child Safety	<ul style="list-style-type: none"> • Promote positive work practices with children • Establish boundaries around acceptable and unacceptable behaviour in relation to children • Adhere to reporting obligations where there is suspected or discovered child abuse
Climate Change & Sustainability	<ul style="list-style-type: none"> • Help support Council's response to the climate emergency by helping facilitate a whole-of-organisation approach where climate change mitigation and adaptation is embedded into all Council services, assets, operational and decision-making processes.
Compliance	<ul style="list-style-type: none"> • Remain mindful of the requirements of the Victorian Charter of Human Rights at all times • Manage Council records in accordance with the relevant Council policies and corporate requirements to protect personal information. • Perform other duties as directed within the limits of acquired skills, knowledge, and training. • At all times, take responsibility for maintaining the strictest levels of confidentiality regarding ratepayers, customers and employees. • At all times, comply with Council's Code of Conduct - Staff.
Diversity, inclusion and equity	<ul style="list-style-type: none"> • Demonstrate an understanding of and the ability to work with, diversity in the workplace, including: <ul style="list-style-type: none"> ○ zero tolerance of racism and expectations that staff will act on incidents of racism ○ supporting Aboriginal and Torres Strait Islander children to express their culture and enjoy their cultural rights.
Gender Equality	<ul style="list-style-type: none"> • Support Council's response to the prevention of violence against women and workplace sexual harassment, including by modelling acceptable behaviour, and reporting improper conduct in a timely manner.

Inherent requirements of the position

These are the essential requirements of this position:

Council has a Flexible Work Policy. All staff are required to attend the workplace for the minimum number of days specified in the Policy.

Vision and Hearing Requirements

- This position requires a vision test
- This position requires a hearing test

On a typical day, approximately this much time would be spent on the following activities:

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Working independently – ability to utilise autonomy with respect to the processes by which tasks are completed. Little to no autonomy with respect to the work allocated to them by the supervisor	Managing projects and creating reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Team based work – works in a team of people and not exposed to isolation	Collaborating with immediate and cross organisational teams	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Communicating with others – Verbally	Consistent and clear communication with internal and external stakeholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Communicating with others - Written	Consistent and clear communication with internal and external stakeholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Focused Attention to task – high levels of attention required to minimise errors and ensure accuracy	Editing documents and putting together data reports.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Concentrating – high levels of concentration required while completing required tasks		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning and sequencing tasks and activities	Project and event management	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Decision making – required to exercise sound decision making while completing all aspects of the position		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Problem solving – requirement to develop sound solutions to novel or unusual problems arising during the course of the day		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reasoning – required to exercise sound reasoning while completing all aspects of the position within defined scope		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judgement – required to exercise sound judgement while completing all aspects of the position within defined scope		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Short and long-term memory recall – ready access to documented procedures or precedents to perform requirements of the position		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Emotional resilience – exposure to stressful or distressing situations including meeting specified deadlines and production demands, dealing with aggressive or upset customers/clients, high conflict situations, general workload demands, change beyond individual's personal control		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interruptions – frequency of interruptions to daily work plans and requirement to change work plans at short notice		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Physical Requirements

- This position does not require more than 10-15% manual handling/physical exertion
- A task analysis exists because this position requires more than 10-15% manual handling/physical exertion.

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Mobility/Postures					
Sitting – stay in a seated position		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Standing – standing in an upright position, moving less than 3 steps		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking – In an upright position, moving more than 3 steps		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crawling – Move on the hands & knees or by dragging the body close to the ground		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-manual handling					
Crouch/squat – To lower the body by bending forward from legs and spine, buttocks on or near the heels		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kneeling – To lower the body		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bending – To bend forward and down from the waist or the middle of the back, rounding the		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
	<i>shoulders and back for more than 3 seconds</i>				
	Reaching – Extending arms out in any direction	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Twisting/trunk rotation – Rotating the body to one side or the other without moving the feet	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Fine manipulation/pinch grip – Fingers are on one side of the object and thumb on the other, typically without the object touching the palm	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Power/open hand grip – Using the whole hand to grasp an object, typically used to handle large or wide objects where the fingers are extended	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Writing/typing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Climb ladders	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Climb or descend stairs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Low level work – Performing manual handling actions at or near ground level	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manual Handling					
	Lift/Carry/Hold – Raising or lowering an object from one level to another and holding/transporting the object using the hands, arms or on the shoulders	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Pushing/Pulling – Applying force to move something away or closer to one's self, including static positions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Kilograms of force (kg.f) – Amount of force or effort required to perform a specific task or part of a task	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weight requirements – lift, carry, push, pull or hold					
	1-5kg	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5.1 – 10kg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	10.1 – 15kg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	15.1 – 20kg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Lift floor to hip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Lift waist to shoulder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Lift overhead	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Pushing/pulling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Band descriptors (as defined in Council's Enterprise Agreement)

These descriptors help to classify the position:

Accountability and Extent of Authority

The position is directly held responsible for:

- The Business and Retail Liaison Officer is accountable for contributing to the successful implementation of a range of economic development activities, events, and programs for the Growth and Investment Unit.
- Where providing specialist advice to stakeholders, the freedom to act is subject to regulations and policies and regular supervision. The effect of decisions and actions taken on individual stakeholders may be significant, but it is usually subject to appeal or review by Coordinator Growth and Investment,
- In relation to resource management the position has the freedom to act governed by clear objectives with regular reporting to the coordinator to ensure adherence to agreed goals and objectives. In this regard the effect of decisions and actions taken by the Investment Attraction and Visitation Officer is usually limited to the quality and cost of the projects to be managed under the key responsibility areas of the position,
- Where providing input into the range of economic policies and strategies being managed by the unit, the work is usually of an investigative and analytical nature, with the freedom to act prescribed by a more senior position. The quality of the output can have a significant effect on the process of policy development.

Judgement and Decision-Making Skills

Judgement and decision making is within the following scope:

Independently

- In recognising that the nature of the work is usually specialised with methods, procedures and processes developed from theory or precedent, the Investment Attraction and Visitation Officer will be involved in improving and/or developing methods and techniques generally based on previous experience,
- The problem-solving requirements of the position may involve the application of techniques to new situations,
- Therefore, the position occupants will:
 - Make decisions based on input gained from appropriate consultation,
 - Make decisions based on input gained from professionals with knowledge of the sector,
 - Develop, in consultation/collaboration with other staff, key strategic directions for Council on social issues,
 - Work independently and manage priorities.

Recommends and identifies

- Make recommendations to Council or senior management based on sound professional judgement, research and current trend analysis.

With input

- Decisions should be referred to the Coordinator or Manager where:
 - Serious problems in program/project delivery are identified; and/or
 - Where timeframes are unable to be achieved; and/or
 - Where decisions are outside of the field of specialisation or position accountabilities

Guidance

- Guidance and advice are usually available from the Coordinator or Manager

Specialist Knowledge and Skills

The position requires the following essential skills and knowledge:

- Tertiary qualifications in an appropriate discipline such as economic development, business development, or extensive industry experience and be proficient in the application of theoretical or scientific disciplines, including the underlying principles as distinct from the practices in one of these areas,

- Develop and lobby for programs, projects and funding through grants, sponsorship or similar,
- Required to gain an understanding of the long-term goals of the Economic Development Unit and Business Development and Investment team and of the relevant policies of these and the wider organisation as well as a familiarity with project management, budgeting techniques and time management.

Management & Interpersonal skills

The essential position requirements include:

- Managing time, setting priorities, and planning and organising one's work and where appropriate, that of other employees to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timeframe,
- Ability to gain cooperation and assistance from members of the public and other employees in the administration of defined activities,
- Liaise with their counterparts in other organisations to discuss specialist's matters and with other employees in other functions in their own organisation to resolve intra-organisational problems.

Verification & Approvals

I certify that the content of this Position Description accurately reflects the overall role and accountabilities of the position:

	Name	Signature	Date
Occupant			

Appendix

Core Capability Framework – Team Member

Relationship Management

Develops and maintains strong and enduring relationships with colleagues and/or external stakeholders which are built on mutual respect and commitment. Ensures that all people are treated with dignity and respect regardless of gender, ethnicity, religion or sexual orientation.

- Demonstrates respect for the wide range of views and perspectives that are expressed in their teams
- Contributes effectively to team meetings
- Demonstrates commitment to team decisions
- Demonstrates respect for other team members

Planning & Organising

Thinks from a wholistic perspective and sees the patterns in the complex relationships that exist between the different parts of the organisation. Uses these insights to ensure that the organisation's human, physical and financial resources are effectively used in the achievement of the organisation's, team's or the role's agreed priorities.

- Is able to explain the relationship between own work activities and the goals and objectives of the team
- Prioritises work based on the needs of the team
- Shares relevant information as and when appropriate
- Consistently does her/his share of the work

People Development

Demonstrates a deep commitment to ongoing learning and development as fundamental to the organisation's sustained success and to the realisation of the potential of its people.

- Is active in identifying opportunities for ongoing growth and development
- Seeks feedback with a view to personal and professional development
- Looks for opportunities to grow skills and knowledge
- Is proactive in managing own career development

Future focused organisation

Is keenly aware of the social, political, economic and technological trends that impact the global and local environments and ensures these are factored into the work of individuals, teams or the organisation to deliver on the needs and expectations of the Council and the community it serves

- Incorporates key issues impacting the broader environment into the way they undertake their work
- Responds flexibly to change
- Shows resilience in times of change
- Seeks support during times of uncertainty

Outcome orientation

Demonstrates a strong commitment to a high-performance culture by constantly striving for high quality customer service outcomes and accepting responsibility for outcomes within their control

- Demonstrates a willingness to take informed risks in solving client issues
- Ensures tasks are consistently completed to the required standard
- Responds promptly and appropriately to requests for service
- Consistently follows established practices and procedures

Service focus

Ensures there is a focus on delivering work priorities to agreed quality and timeliness standards

- Is friendly and responsive to clients/customers
- Strives to deliver quality client/customer outcomes
- Deals with client/customer issues with concern and a sense of importance

Self-management

Demonstrates self-awareness through understanding own responses to a range of situations as well as understanding the impact their behaviour has on others

- Accepts personal responsibility for outcomes within their control
- Demonstrates the ability to regulate and adapt behaviour according to the circumstances and the audience
- Seeks out feedback with the purpose of reflecting on work performance with a view to self-improvement
- Models Greater Dandenong's ethical and organisational standards

- Acts decisively during times of ambiguity and pressure

Safety, health and wellbeing

Ensures that the safety, health and wellbeing of employees, contractors, service users and councillors is at the heart of the organisation's culture and the way work is organised and services delivered

- Actively participates in discussions and activities aimed at improving safety, health and wellbeing
- Takes responsibility for the personal safety, health and wellbeing of self and immediate others
- Supports and encourages colleagues to actively participate in safety, health and wellbeing initiatives

Council's REACH Values

Respectful

We respect and care about our community, each other and ourselves.

We act with integrity at all times and in all matters.

We take time to listen to and seek to understand the other point of view.

We strive to understand and respect the diversity of our community and our workplace.

We understand our role in the community and respect the responsibility that comes with

Creative

We care about getting the best outcomes.

We constantly ask: What's the future and what's possible?

We have the courage to try new ideas.

We strive for excellence in everything we do.

Engaged

We listen to our community and respond.

We work together with our community and each other, to achieve the best outcome.

We have the confidence to challenge the status quo, to reach for better outcomes.

We are action-oriented in identifying and responding to new challenges.

Honest

We tell the truth, even when we know people may not want to hear it.

We form our opinions and give advice from sound, evidence based research.

We act with humility and apply the highest standards of ethical behaviour to everything we do.

Accountable

We are proud of our city, our community and our achievements.

We spend our time and effort on solutions rather than looking for someone to blame.

We take responsibility for our actions.

