



# CITY OF ALBANY POSITION DESCRIPTION MANAGER ECONOMIC DEVELOPMENT & COMMERCIAL SERVICES

## 1. CITY OF ALBANY VALUES

All Councillors, Staff and Volunteers at the City of Albany will be...

- **Focused:** on community outcomes - This means we will listen and pay attention to our community. We will consult widely and set clear direction for action. We will do what we say we will do to ensure that if it's good for Albany, we get it done.
- **United:** by working and learning together - This means we will work as a team, sharing knowledge and skills. We will build strong relationships internally and externally through effective communication. We will support people to help them reach their full potential by encouraging loyalty, trust, innovation and high performance.
- **Accountable:** for our actions - This means we will act professionally using resources responsibly; (people, skills and physical assets as well as money). We will be fair and consistent when allocating these resources and look for opportunities to work jointly with other directorates and with our partners. We will commit to a culture of continuous improvement.
- **Proud:** of our people and our community - This means we will earn respect and build trust between ourselves, and the residents of Albany through the honesty of what we say and do and in what we achieve together. We will be transparent in our decision making and committed to serving the diverse needs of the community while recognising we cannot be all things to all people.

## 2. POSITION IDENTIFICATION

<b>TITLE:</b> Manager Economic Development and Commercial Services	<pre> graph TD     CEO[Chief Executive Officer] --&gt; ED[Executive Director Corporate &amp; Commercial Services]     ED --&gt; M[Manager Economic Development and Commercial Services]           </pre>
<b>LEVEL:</b> Contract	
<b>DIRECTORATE:</b> Corporate and Commercial Services	
<b>REPORTS TO:</b> Executive Director Corporate and Commercial Services	
<b>RESPONSIBLE FOR:</b> Airport Coordinator	

## 3. POSITION OBJECTIVE

This position is integral to the City of Albany's economic development and commercial services activities and is responsible for working in a leadership role within the City to:

- Manage and implement projects that seek to create sustainable economic and tourism development and improve the commercial services of the City;
- Work within and across the City to ensure that strategies, services and processes support sustainable economic and tourism development of the region.
- Promote and facilitate sustainable economic development, tourism and business strategies and opportunities in the City of Albany local government region.

- Develop and deliver activities and services that attract and support sustainable tourism development in Albany and the Great Southern Region.
- Lead and manage the business of the Harry Riggs Albany Regional Airport.

#### **4. KEY RESPONSIBILITIES**

##### **Leadership**

- Lead and manage the Economic Development and Commercial Services Team including goal setting, performance management, staff development and fostering a high-performance team.
- Communicate a vision that generates enthusiasm and commitment from all stakeholders and staff.
- Lead organisational change in accordance with business objectives.

##### **Sustainable Economic Development**

- Manage projects which deliver sustainable economic development to the region.
- Lead the development and implementation of the City of Albany's Economic Development strategy.
- Lead and manage the ongoing identification of significant opportunities for sustainable economic development opportunities with the City's policies and strategies, and actively pursue initiatives to take advantage of such opportunities.
- Capably and professionally represent the City of Albany's interests at economic development meetings and forums.
- Develop, facilitate, manage and evaluate the implementation of Council's priority economic development strategies. Investigate, identify and pursue government financial assistance /funding opportunities for economic development in the local government area.
- Actively promote the City's sustainable economic development and tourism activities with local business and community and in consultation with the City's Communications Team through local and regional media channels.
- Provide assistance and a point of contact to proponents of significant economic development projects/activities, and work in partnership with relevant City officers.
- Provide expert knowledge and advice to the Council and the Executive Management Team (EMT) and others as required, in relation to high order economic development issues.

##### **Sustainable Tourism Development**

- Lead the development and implementation of the City of Albany's tourism strategy and align the operations and activities of the City's tourism services and infrastructure with this strategy.
- Develop and implement destination marketing actions to grow tourism visitation and receipts.
- Exercise a disciplined approach in balancing visitor service delivery requirements with desired commercial outcomes across related tourism business units.
- Actively develop tourism and aviation industry relationships to serve the realisation of measurable benefits to Albany's tourism industry.
- Capably and professionally represent the City of Albany's interests at tourism and aviation industry meetings and forums
- Oversee, and direct as required, management of the Albany Visitor Centre. (Potential)

##### **Commercial Services**

- Lead and manage the operations and development of the Harry Riggs Albany Regional Airport.
- Drive place activation as a means to create a vibrant and sustainable city.
- Create and implement opportunities to maximise the income potential of city-owned and managed land and property.
- Manage the City's grant application process to maximise opportunities to receive grant/subsidy revenue by identifying and coordinating the preparation of high-quality grant/subsidy applications for eligible projects.
- Responsibility for management of all related budgets, correspondence, and reporting.
- Develop and manage the strategic acquisition and disposal of land and property if required.

### **Interpersonal Skills/Customer Service**

- Develop and maintain close working relationships with key stakeholders to place Council in an effective advocacy position on local and regional economic development opportunities and represent Council on external entities and forums.
- Maintain strategic partnerships that will have measurable benefits to the City of Albany and the community.
- Demonstrated commitment to quality customer service.

### **General**

- Provide high quality written reports to EMT and Council regarding business units as and when requested.
- Additional projects or tasks as directed by the Executive Management Team including the CEO.

### **Work Health and Safety**

- Take reasonable care for own / individual health and safety and for the health and safety of others, including the implementation of risk control measures that are within own / individual control to prevent injuries or illnesses.
- Comply with any reasonable instruction from the City of Albany and monitor and rectify work practices to ensure compliance with WH&S Regulations.
- Abide by the City of Albany policies and procedures.
- Report any workplace hazards. Everyone in the workplace shares this responsibility equally.
- Report any workplace injury, illness or near misses. It is important to report all injuries, no matter how insignificant they may seem.
- Provide appropriate instruction, information, training and supervision to staff and others to enable work to be carried out safely.
- Facilitate and encourage feedback from the team regarding WHS issues.

## **5. REQUIREMENTS OF THE JOB**

### **Skills and Abilities**

- Excellent project management skills with the ability to research, develop, implement and evaluate programs. Manage concurrent and time-constrained projects within budget.
- Demonstrated ability to successfully lead, motivate, develop and support a multi-disciplinary team to deliver outcomes and provide quality service within budgets and statutory provisions.
- Thinks strategically and acts with a long-term perspective, ensuring that plans and outcomes contribute to City of Albany priorities.
- Drives organisational changes in accordance with business objectives.
- Demonstrated excellent research and analytical skills with a demonstrated capability to develop innovative policies and strategies and a good understanding of emerging economic development issues.
- Demonstrated high-level of interpersonal, written and verbal communications skills, including public presentation skills, with the proven ability to communicate with a wide range of stakeholders, both internal and external and build effective working relationships with people at all levels of the organisation.
- Demonstrated well developed negotiation and conflict resolution skills with the proven ability to negotiate mutually beneficial outcomes.
- Models appropriate behaviours and communicates a vision that generates enthusiasm and commitment; identifies potential issues and guides teams to optimise outcomes.
- Business management skills in relation to a local government authority, including experience in operational, human, financial and resource management, risk management, business planning, quality improvement and workplace health and safety management of a multi-disciplined workforce. Also, understands the fundamentals of organisational sustainability, in the context of a local government organisation.
- Well-developed political acumen and an ability to manage key interest groups.
- Highly developed computer skills with developed knowledge of the Microsoft Office suite (especially Word, Excel and Outlook) and the Internet and other contemporary IT and social media communication formats.
- Excellent time management, organisation and administration skills.
- Demonstrated ability to preparing high quality research, reports and funding submissions.
- Demonstrated capability to identify and actively pursue economic development opportunities to achieve meaningful and tangible outcomes; achieve/deliver results and benefits to Council and Local Government area stakeholders

## Knowledge

- Proven experience understanding of strategic and operational planning principles.
- Contemporary knowledge of sustainable tourism industries with experience of working for/with a tourism promotion or relevant tourism organisation.
- Knowledge of business development and the conversion of business opportunities into important strategic results.
- Good understanding of economic based information programs.
- Demonstrated knowledge of small business and commercial principles and experience in the development and expansion of business opportunities.

## Experience and Qualifications

- Proven experience in strategic and operational planning.
- Proven experience in project management.
- Degree qualification in economics, tourism, business or other relevant discipline.
- Demonstrated experience in the development of strategic and operational plans, and the proven ability to deliver results, in a complex socio-political environment.
- Demonstrated extensive experience in a similar role, with sound understanding and experience of economic development and tourism in a local and/or regional context.
- Minimum three (3) years in a management role.
- National Criminal History Check.
- 'C' Class Driver's Licence.

## 6. CERTIFICATION

As the occupant of this position, I have noted and agreed to the Values, statement of duties, responsibilities and other requirements as detailed in this document.

NAME: \_\_\_\_\_  
(Please print)

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

WITNESS NAME: \_\_\_\_\_  
(Manager or above) (Please print)

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_