

POSITION DESCRIPTION

presented to **Benalla Rural City Council**
Mayor Cr Bernie Hearn

for the position of **Chief Executive Officer**

date
16th December, 2024



THE ORGANISATION

ABOUT BENALLA RURAL CITY –

Benalla Rural City is 193km north-east of Melbourne and is centred in the Broken River valley. The current estimated resident population of Benalla Rural City is 14,5291, with approximately 9,000 residents in the Benalla urban area and the remainder living in and around our smaller towns.

Benalla Rural City is divided by the Hume Freeway with hills, valleys, grazing land and forests to the south and plains and rolling hills used as cropping and grazing land to the north.

The communities south of the Freeway are Archerton, Boho South, Glenrowan West, Lima, Lima East, Lima South, Lurg, Molyullah, Moorngag, Samaria, Swanpool, Tatong, Upper Lurg, Upper Ryan's Creek, Warrenbayne and Winton. Communities to the north are Baddaginnie, Benalla, Boweya, Boxwood, Broken Creek, Bungeet, Chesney Vale, Devenish, Goomalibee, Goorambat, Stewarton, Taminick, Tarnook and Thoona.

Our largest employing industries are health, manufacturing and agriculture. The main health sector employers include Benalla Health, Estia Health and Cooina Aged Care.

The manufacturing sector includes Thales Australia, D & R Henderson Pty Ltd, Schneider Electric (Australia) Pty Ltd and LS Precast.

Our rural areas are recognised for their good soils and access to irrigation. The major agricultural industries include wool and meat production and broadacre cropping. Agricultural diversification has seen a rise in viticulture and other more intensive forms of horticulture and forestry.

With two large solar farms operational in Winton and Glenrowan West and several approved for construction in the north and east of the municipality, Benalla Rural City is playing its part in green energy production in Victoria.

Benalla Rural City offers a choice of primary and secondary schools, a TAFE college, comprehensive health services and participation opportunities including sport, music, wine and art.

Benalla Rural City has well developed disability, aged and child care services. Some of the main visitor attractions include Winton Motor Raceway, Benalla Art Gallery, Winton Wetlands, the Silo Art Trail and street art in and around Benalla.

BENALLA RURAL CITY COUNCIL

The Benalla Rural City Council provides a wide range of services, facilities and infrastructure that improve the liveability of Benalla and district. The Council works alongside State and Federal levels of government to represent the needs of all residents and plan for the future.

COUNCIL PLAN 2017-2021

The Council Plan was formulated in partnership with the community and is structured around five key themes: Community; Liveability; Economy; Environment and Leadership.

The Council Plan is reviewed annually to ensure that it continues to reflect the priorities of Council and the community.

We measure our progress using the indicators outlined for each of our key objectives and report against these biannually. Our Council Plan forms a key part of Council's integrated business planning framework, which incorporates five essential business planning processes: – Council Plan development incorporating municipal public health and wellbeing planning – Departmental service planning – Performance and Development Program – Budget program – Reporting.

VISION

To provide a sustainable, thriving and cohesive community where lifestyle, culture, health and wellbeing are supported by strong leadership and community partnership.

PURPOSE

Through leadership and quality service we will meet our community's needs and aspirations with a focus on thoughtfully planned growth to maintain and enhance the high productivity of our collective community.

KEY METRICS

- Income: \$38,178,000
- Expenditure: \$36,391,000
- Employees: 112.3 (equivalent full time)
- Population 14,529
- Geographic area: 235,264 hectares

CONTEXT

Benalla Rural City Council wishes to appoint the next Chief Executive Officer to administratively manage the Council and ensure that it continues to provide the wide range of services and community infrastructure it currently does, achieves growth and protects and enhances life across the Council for the future.

While all appointments are important, this role will be critical in light of Benalla Rural City Council's commitment to growth and desire to be a strongly connected community centric entity, commercially innovative and opportunistic. These aspirations will likely require a visionary, entrepreneurial Executive Leader with experience driving commercial deliverables whilst achieving community centric outcomes.

The incoming Chief Executive Officer must offer a combination of deep expertise and demonstrable experience in leading in times of complexity, change and opportunity. They need to provide strong, strategic leadership, while promoting a culture of cross functional collaboration and coordination, which produces outcomes aligned to the *2025-2029 Council Plan*.

The Chief Executive Officer must possess business acumen, a strategic outlook and well-developed communication and interpersonal skills. They will also have exceptional internal and external stakeholder engagement skills, together with the ability to build strong networks, regional partnerships and inter-governmental relationships, and enjoy connecting with the community.

A big picture thinker, the successful candidate will embrace new opportunities and encourage innovation, creativity and new ideas, which result in solutions that have a positive impact on the working culture of the organisation and are reflected in high community satisfaction.

Benalla Rural City Council has a strong preference that the Chief Executive Officer reside within Benalla Rural City.

THE BRIEF

The Chief Executive Officer is the Executive Leader of the Council's management team and has administrative charge of the Council pursuant to section 46 of the *Local Government Act 2020*.

Prospective candidates will be required to have highly developed experience and attributes across core dimensions:

- Business strategy – demonstrated experience in leading the development and implementation of strategic plans to drive organisational performance.
- Intelligence – capacity to engage in broad, complex analytical and conceptual thinking.
- Leadership – demonstrable, relevant – complex, customer centric service in transforming environments, capacity to align organisation around goals and build effective, focused and engaged teams.
- Team building – demonstrated ability to build effective teams.
- Ability to work closely and effectively with councillors.
- Culture - demonstrated ability to effectively promote a culture of collaboration, coordination, and cohesiveness.
- Change – demonstrated ability to embrace new skills and fresh ideas.
- Business innovation and results orientation – effectively fosters the development of creative ideas that will underpin future organisational success and achievement of objectives.
- Commercial execution discipline.
- Risk Assessment - possess highly developed risk assessment skills.
- Community Engagement – demonstrated willingness to be involved and to foster community relationships.
- Operational efficiency and resource optimisation.
- Collaboration and influence – ability to work effectively with the Council, senior leadership team and external peers, partners, stakeholders, etc.
- Decision Quality – makes sound and timely decisions based on analysis, experience and judgement.
- Senior executive credibility / presence to shape and transform.
- Political savvy – can manoeuvre through complex political situations effectively and quietly.
- Intimate understanding (or ability to quickly develop such an understanding) of the regulatory environment in which the Council operates

It is essential that the appointment will bring genuine gravitas from a sector and market perspective.

Cultural fit is essential for this appointment to be successful.

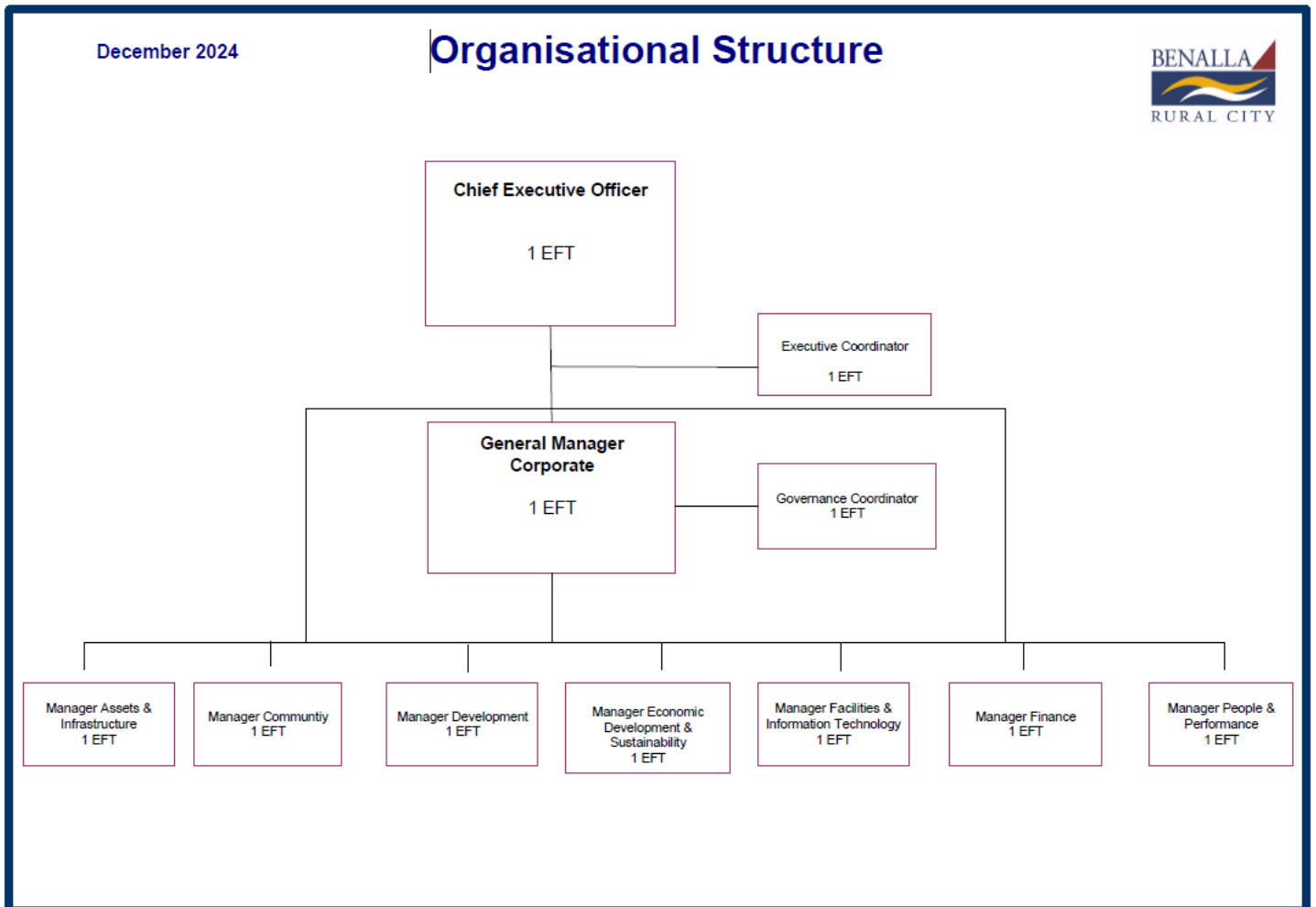
THE ROLE

The purpose of the Chief Executive Officer is to provide advice to Council and effectively manage all available human, financial and physical resources to give excellent customer service and achieve other Council objectives.

This role supports the Benalla Rural City Council in fulfilling its governance obligations; provides leadership and operational management and plays a key role in the implementation of the *2025 -2029 Council Plan* and delivery on its vision.

ORGANISATION CHART

Updated – December 2024



KEY DIMENSIONS

ROLE

Chief Executive Officer

REPORTING TO

Council

SUPERVISES

All staff in accordance with the organisation structure.

INTERNAL LIAISONS

- Mayor
- Councilors
- Staff.

EXTERNAL LIAISONS (INCLUDE)

- Residents
- Other ratepayers
- Businesses
- Community Organisations and Volunteers
- Ministers and Government departments
- Local Members of Parliament
- Media
- Visitors
- Neighbouring Councils/Shires
- Unions
- Local Government Association
- Professional Associations.

LOCATION

The CEO works from offices in Benalla, Victoria.

POSITION DESCRIPTION

The Officer must perform the functions of the Chief Executive Officer pursuant to section 46 of the *Local Government Act 2020* and have administrative charge of the Council subject to the terms of this Agreement.

The role is classified as a Senior Officer under the Act.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Effective overall management of the Council.
- Discharge of the responsibilities and duties in this Position Description.
- The performance of all staff.
- Authority over all decision making and functions within the Council organisation - but in accordance with the provisions of the Act, within the constraints of Council policy, budget and other decisions of the Council, and not where there is a statutory requirement for the decision to be made by the Council.

KEY RESPONSIBILITIES

Support the Council in providing strong community leadership and in pursuing the aspirations and full potential of the community.

COUNCIL

Provide timely accurate and astute advice, particularly on strategic issues.

Ensure that Council decisions are executed promptly and effectively.

COMMUNICATION

Promote the best image of the Council and its activities.

Through a period of significant change, motivate staff to work to their full potential towards the goals set by the Council.

FINANCIAL

Ensure that the activities of Council are within budget, on time, in accordance with best business practice and satisfy statutory obligations.

ECONOMIC DEVELOPMENT

Identify and pursue opportunities that will benefit the Community.

BRAND AMBASSADOR AND ADVOCATE

Actively communicate and engage with the Community and advocate on its behalf at State and Federal Government level.

RESPONSIBILITIES AND DUTIES - FURTHER ELABORATION

GENERAL

- Maintain an organisation structure aimed at providing excellent customer service, a corporate business plan, a rating strategy and all other requirements of Council.
- Maintain appropriate management systems and procedures.

COUNCIL

- Provide the Council with strategic advice, based on a sound assessment of opportunities and risks, strengths and weaknesses, and the limitations imposed by law.
- Prepare for and attend meetings of the Council and other meetings as required by the Council.
- Follow through to ensure that decisions of the Council are executed promptly and effectively, ensuring that all requested reports are supplied on time for Council meetings.
- Provide support to the Council to assist it to function as representatives of constituents and as representatives of the Council on other bodies and in other places.

COMMUNICATION

- Gain an understanding of the needs and aspirations of the community.
- Lead a two-way communication process with the community, the media and others. Promote the best image of the Council and its activities. Ensure that all information is accurate, timely and positive. Ensure that Council activities and initiatives receive good media coverage.

COMMUNICATE EFFECTIVELY WITH STAFF

- Maintain effective and co-operative communication with community organisations, businesses, neighbouring Councils and other government authorities and departments.
- Attend appropriate social engagements and community functions.

HUMAN RESOURCES MANAGEMENT

- Encourage and provide opportunities for members of staff to develop their skills, knowledge and attitudes.

- Motivate staff to work to their full potential, ensuring that staff have a clear understanding of the mission of the organisation.
- Ensure that all staff provide a high level of customer service in their dealings with individuals and organisations who do business with the Council. Establish systematic performance indicators.
- Develop a consultative, multi-skilled team approach in each major area of activity, installing and maintaining a system of delegations that push decision making downwards towards the work force.
- Ensure that equal opportunity and occupational health and safety practices are followed in all activities of the Council.
- Oversee the development and effective implementation of enterprise agreements and employee relations policies, with the objective of achieving best practice productivity.
- Regularly review the organisation and the work force, having regard to the objectives and budget indications given by the Council, and, as appropriate, make changes to the organisation and work force to achieve effectiveness with efficiency.
- Perform the statutory functions set out in section 94A of the Act in relation to appointment, review, direction and dismissal of Council staff.

FINANCIAL AND LEGAL

- Manage the preparation of Council's corporate plan and budgets.
- Ensure that the Council's services, capital works and programs are delivered in accord with the intent of the Council, on time, and within budget.
- Ensure that sound administrative and financial systems, procedures and controls are in place and functioning in all areas of Council activity in accord with best business practice, and to satisfy statutory obligations.
- Monitor and report on Council services and business undertakings and on outside events which could influence the Council's financial planning, and keep the Council informed of major opportunities and risks.
- Ensure that all Council activities and functions are carried out in accord with statutory obligations and having proper regard for legal precedents, thereby minimising Council's exposure to risk and litigation.
- Ensure that financial statements are prepared and audited in accord with relevant accounting standards and statutory requirements.
- Perform the statutory functions of Chief Executive Officer as required by the Act and other legislation.

ECONOMIC DEVELOPMENT

- Identify, evaluate and pursue economic opportunities and programs that will develop the priorities of the Council.
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- Engage and work with employers, industry organisations and related groups within the region with a view to developing opportunities for employment generation.
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- Actively pursue, support and co-operate in regional initiatives such as industry, development and employment generation programs.

GENERAL

- Keep abreast of advances in technology and, in consultation with staff, introduce technology which can improve customer service, productivity and efficiency.
- Maintain a network of contacts throughout local government and other levels of government, to keep up to date with developments affecting the Council, and local government generally.
- Maintain a close relationship with, and active participation in, relevant professional and industry associations. Undertake appropriate professional development activities.

- Ensure effective and appropriate communication with such external consultants as the Council considers necessary in financial, legal or other areas as the Council considers appropriate.
- Ensure that the needs of the Council and its officers in the performance of their role and responsibilities are met and that they are kept fully informed of all matters of relevance to their role and responsibilities.

THE PERSON

IDEAL BACKGROUND

- Experience in government entities, regulated utilities or private sector businesses in complex operating environments.
- Strategic contemporary business leadership and best practice approach in distilling experience and wisdom.

QUALIFICATIONS

PREFERRED

- Tertiary Qualification or equivalent

DESIRABLE

- Post Graduate Qualifications in Business Administration
- Demonstrated success in leading complex businesses
- An understanding of the context and environment in which Benalla Rural City Council operates
- Strong ability to interpret legislation
- Good understanding of profit and loss drivers
- Knowledge and understanding of planning regulations.
- Knowledge and understanding of engineering and infrastructure delivery

LEADERSHIP

- Ability to build strong teams, bring together the executive team and the organisation to foster an innovative and customer focused culture.
- A person who can lead, build collaboration and influence within the organisation and across the sector.
- A person who leads by example and through their own behaviour creates an environment where the best ideas can flourish and people can achieve their full potential.
- Ability to create and communicate a clear sense of direction to energise and focus people.
- Experience in creating a diverse and inclusive workforce that delivers the needs of the organisation and reflects the community we serve.
- Provide leadership that shapes and engenders a culture of excellence – in people and business, customer centricity and growth.
- Strong commitment to the Council and passion for community service – the appointment is not “just a job”.

STAKEHOLDERS

- Ability to influence and work with key stakeholder groups.
- Exceptional communicator with genuine gravitas, a natural collaboration style and a humble yet commercial approach.
- Ability to engage in commercial and political arenas.

ADAPTATION AND INNOVATION

- Experience in driving change towards customer centricity, creativity, collaboration and agility and best in class operational capability.

- Ability to constructively challenge the status quo and innovate.
- Ability to think creatively with entrepreneurial energy.
- Possess an inclusive approach to problem solving and complex issues management.
- Demonstrated support and participation in continuous improvement.

STRATEGY AND IMPLEMENTATION

- Intellectual rigor with strong analytical and numerical skills.
- Ability to think strategically.
- An understanding of the issues that arise in a local government environment and how to deliver exceptional results in such an environment.
- Drive, passion and commercial acumen: a proven record with execution and commercial results.
- Strong influencing and negotiating skills with a commitment to deriving mutually beneficial outcomes in complex negotiations.
- Excellent interpersonal and communication skills with the ability to relate to people at all levels.
- Commitment to take on and follow through with tough decisions.

KEY ATTRIBUTES

- Well respected/Gravitas
- Business Acumen
- Visionary, Forwarding Thinking
- Comfortable driving change
- Enthusiastic, Engaging, Energetic and Self Starter
- Resilient, Tenacious and Pragmatic
- Genuine- Values driven
- Respectful - High integrity
- Credible – able to shape, transform and inspire
- Innovative, Inquisitive and Entrepreneurial
- Customer and People Centric
- Collaborative approach / Collector of Ideas / Inventor of Solutions
- Passion for Learning and Personal and Professional Growth
- Commercial Mind – Social Heart
- Values based decision-making style.

CORE DIMENSIONS

- Strategic Leadership
- Commercial Discipline
- Stakeholder Engagement
- Innovation / Entrepreneurial Energy
- Dispute Resolution
- Risk Management
- Cultural Fit.