

SOUTHERN GRAMPIANS SHIRE COUNCIL POSITION DESCRIPTION

Position Details

Title:	Manager Economic Development and Tourism
Classification:	Senior Executive Officer (SEO)
Business Unit:	Economic Development and Tourism
Directorate:	Wellbeing, Planning and Regulation
Reports to:	Director Wellbeing, Planning, and Regulation
Supervises:	Visitor Experiences Officer Business Development and Events Support Officer

Our Vision and Values

Vision

Thriving Community, Limitless Opportunity

Values

Raise the Bar

Create Brilliance Together

Dream Boldly, Change Bravely

Integrity in Every Step

Child Safety

Southern Grampians Shire Council is a child safe organisation committed to the Victorian Child Safe Standards by:

- providing an environment where Aboriginal children and young people can express their culture and enjoy their cultural rights
- having a zero-tolerance approach to child abuse
- having a zero-tolerance approach to racism and an expectation that staff and volunteers will act on incidents of racism

Position Summary

The Manager Economic Development and Tourism provides strategic leadership and direction for the growth of the Greater Hamilton region's economy and visitor economy.

The role is responsible for leading the development and delivery of Council's economic development and tourism strategies, with a focus on investment attraction, business and

industry growth, employment opportunities, visitation and the sustainable development of the region's visitor economy.

The Manager provides strategic oversight of Council-controlled tourism facilities, Visitor Information Centres, and visitor services, ensuring effective service delivery and a consistently high standard of visitor experience through clear priorities, accountabilities and allocation of resources.

Reporting to the Director Wellbeing, Planning and Regulation, the Manager provides specialist and strategic advice to the Director, Chief Executive Officer and Council on economic development and tourism matters at a local, regional, state and national level.

The Manager leads and develops the Economic Development and Tourism team, establishing clear roles, priorities and accountabilities and ensuring resources and workloads are effectively managed to support delivery of Council's strategic and operational objectives.

Key Responsibilities

Economic Development

- Lead the development and implementation of Council's economic development priorities, initiatives and programs to support sustainable economic growth across the Southern Grampians Shire region.
- Develop, promote and oversee an industry and investment attraction program that facilitates private and public sector investment and development opportunities within the region.
- Provide strategic leadership in investment facilitation, working closely with the Director, Chief Executive Officer and relevant internal and external stakeholders to progress significant investment and development opportunities.
- Establish and maintain strong relationships with businesses, industry and sector leaders, government agencies and other strategic partners to identify opportunities, address barriers and position the Shire for investment and economic growth.
- Support business growth, industry development, employment opportunities and economic diversification across the Shire, including identifying emerging opportunities and advocating for policy, infrastructure and other changes that support regional economic development.
- Provide strategic advice and support to new and existing businesses seeking to establish, invest or expand within the Shire, including facilitating connections with relevant Council functions, government agencies and other stakeholders.
- Identify and pursue external funding and partnership opportunities that support Council's economic development and tourism priorities, including oversight of submissions, funding applications and associated reporting.

Tourism and Visitor Economy

- Lead the development and implementation of Council's tourism and visitor economy priorities, strategies and initiatives to increase visitation, strengthen the regional visitor economy and enhance the profile of the Southern Grampians region.
- Provide strategic direction for the development, promotion and management of visitor experiences, tourism products, events and opportunities that encourage visitation and extend visitor length of stay.

- Provide strategic oversight of Council-controlled tourism facilities, Visitor Information Centres and visitor services, ensuring appropriate service standards, operational arrangements and resources are in place to deliver a high-quality and consistent visitor experience.
- Ensure the Visitor Information Centres maintain relevant tourism accreditation requirements and that Council is appropriately represented at regional, state and national tourism forums and industry networks.
- Provide strategic oversight of the Southern Grampians Shire regional visitor brand, ensuring tourism marketing, digital platforms and promotional activity are coordinated, contemporary and aligned with Council's broader strategic and communications priorities.
- Support the attraction and development of events, conferences and other initiatives of local, regional, state or national significance that contribute to visitation, economic activity and the profile of the region.
- Ensure effective systems are in place for the collection, analysis and reporting of visitor data, trends and service information to inform strategic planning, investment decisions, service improvement and performance reporting.
- Work collaboratively with relevant Council departments to ensure Council-managed tourism facilities, infrastructure and assets are appropriately planned, maintained and presented to support visitor experience and strategic tourism objectives.
- Continue to build on the existing visitor economy partnership with Grampians Wimmera Mallee Tourism to promote both the Shire and the region at state, national and international level.

People Leadership

- Provide effective leadership and direction to the Economic Development and Tourism team, fostering a positive, accountable, collaborative and high-performing team culture.
- Establish and maintain clear roles, responsibilities, priorities and accountabilities across the team, ensuring work is appropriately allocated and aligned with Council's strategic and operational priorities.
- Actively monitor team capacity, workloads and competing priorities, and make appropriate decisions regarding prioritisation, resource allocation, delegation and escalation to support sustainable service delivery.
- Set clear performance expectations and provide regular feedback, coaching and development to employees, recognising effective performance and addressing performance concerns in a timely, fair and constructive manner and in accordance with Council policies and procedures.
- Support the professional development and capability of employees through regular communication, development planning, coaching and opportunities for employees to build skills, confidence and accountability within their roles.
- Foster a psychologically and physically safe working environment by supporting open communication, appropriate consultation and early identification and management of workplace risks and concerns.
- Prepare and manage the Economic Development and Tourism operational budget, monitoring expenditure, identifying emerging pressures and ensuring the effective and responsible use of resources.
- Ensure appropriate systems, work practices and governance arrangements are in place to support effective service delivery, accountability, performance monitoring and continuous improvement across the business unit.
- Participate as an active member of Council's Senior Leadership Team.

Governance and Organisational Leadership

- Contribute to the achievement of the Council Plan and other strategic plans by ensuring the Economic Development and Tourism function is aligned with Council's strategic priorities and desired community outcomes.
- Develop and oversee the implementation of relevant strategies, policies, plans and programs, and provide clear, evidence-based reports, advice and recommendations to the Director, Chief Executive Officer and Council.
- Establish appropriate performance measures and reporting arrangements for the Economic Development and Tourism function, and regularly report on progress, outcomes, emerging issues and priorities.
- Work collaboratively across Council to ensure economic development, tourism, events, communications, infrastructure, planning and visitor economy initiatives are coordinated and aligned with broader organisational priorities.
- Build effective relationships with other Council leaders and actively contribute as a member of the Directorate leadership team, supporting integrated decision-making and organisation-wide outcomes.
- Identify emerging strategic, operational and reputational risks within the Economic Development and Tourism function and ensure these are appropriately managed, escalated and reported.
- Foster a culture of innovation, continuous improvement and evidence-based decision-making, identifying opportunities to improve services, systems and outcomes.
- Undertake and perform the functions, duties and responsibilities of a Municipal Emergency Management Officer (MEMO) and/or Municipal Recovery Manager (MRM), including maintaining relevant competencies, participating in emergency management activities, and providing support during emergency preparedness, response and recovery operations as required.
- Perform other duties as directed by the Director Wellbeing, Planning and Regulation that are consistent with the scope, responsibilities and classification of the position.

Extent of Authority

- Responsible for the leadership, management and performance of Council's Economic Development and Tourism function, within the parameters of Council policies, strategic objectives, approved budgets, delegations, relevant legislation and the direction of the Director Wellbeing, Planning and Regulation.
- Accountable for the performance of the Economic Development and Tourism business unit and the achievement of agreed strategic, operational and service objectives.
- Authority to establish operational priorities and allocate work and resources across the Economic Development and Tourism team, having regard to organisational priorities, employee capacity, service requirements and approved resources.
- Accountable for the management of the business unit budget and the effective and responsible use of financial, physical and human resources within approved delegations.
- Authority to make operational decisions within the scope of the position and approved delegations, and responsibility to identify and escalate matters requiring Director, Chief Executive Officer or Council consideration.
- Authority to develop and present recommended strategies, policies, plans, business cases and other proposals relevant to the Economic Development and Tourism function.
- Authorised to approve expenditure within approved financial delegations and Council policies and procedures.

- Responsible for the effective supervision and direction of direct reports and for providing leadership and oversight of employees, volunteers and casual staff within the Economic Development and Tourism business unit.
- Responsible for the appropriate management, use and security of Council assets and resources under the position's control.
- Exercise the authority of the position in accordance with Council's legislative, governance, risk management, child safety and workplace health and safety obligations.

Judgement and Decision Making

- Exercise a high degree of independent judgement in leading the Economic Development and Tourism function and resolving complex strategic, operational, stakeholder and people-related matters within the scope and authority of the position.
- Analyse complex or emerging issues where established procedures, precedents or readily available guidance may not provide a clear course of action, identifying and evaluating options, risks, implications and appropriate responses.
- Apply strategic and creative thinking to identify opportunities for economic growth, investment attraction, business and industry development, tourism and visitor economy outcomes.
- Make informed decisions regarding priorities, resource allocation and service delivery, balancing strategic objectives, operational requirements, stakeholder expectations, employee capacity, available resources and organisational risk.
- Use relevant data, research, stakeholder intelligence and professional judgement to inform recommendations, strategies and decisions.
- Identify matters with significant financial, legal, operational, workforce, reputational or political implications and ensure these are appropriately escalated to the Director, Chief Executive Officer or Council.
- Provide clear, evidence-based advice, briefings and recommendations to the Director, Chief Executive Officer and Council, including articulation of available options, risks, resource implications and recommended courses of action.

Specialist Skills and Knowledge

- Strong knowledge and understanding of contemporary economic development, investment attraction, business and industry development, tourism and visitor economy principles and practices, with demonstrated depth of expertise across relevant areas of the portfolio.
- Strong understanding of regional economic development environments, including the opportunities, constraints and economic drivers affecting regional communities and economies.
- Demonstrated ability to develop and implement economic development, investment attraction, tourism and visitor economy strategies that translate strategic objectives into practical initiatives and measurable outcomes.
- Strong research and analytical capability, including the ability to interpret demographic, economic, industry, tourism and other relevant data to identify trends, opportunities and emerging issues and inform strategic decision-making.
- Demonstrated understanding of investment facilitation and the roles of local, State and Federal Government, industry, business and other stakeholders in supporting investment and regional economic development.
- Ability to develop and assess projects and initiatives, including determining objectives, resource requirements, financial implications, risks, stakeholder requirements and measures of success.

- Contemporary understanding of tourism and visitor economy trends, destination development, visitor experience, events and place-based economic development.
- Ability to use data, digital systems and contemporary technology to support analysis, decision-making, performance monitoring, stakeholder engagement and effective service delivery.
- Sound understanding of the role, responsibilities and operating environment of local government, including the relationship between Council's strategic objectives, community outcomes, governance requirements and service delivery.
- Capacity to rapidly develop and maintain a strong understanding of the Greater Hamilton region, including its economic profile, key industries, business environment, tourism assets, visitor experiences and emerging opportunities.

Management Skills

- Highly developed leadership and management skills, including the ability to provide clear direction, establish priorities and accountabilities, delegate effectively, and lead and motivate employees, volunteers and casual staff across different work locations and arrangements.
- Demonstrated ability to plan, prioritise and manage competing strategic and operational demands, including making informed decisions about workload, resources and service priorities within available capacity.
- Strong financial management skills, including the ability to develop and manage budgets, monitor financial performance, identify emerging pressures and ensure the effective use of available resources.
- Demonstrated ability to manage employee performance and development, including setting clear expectations, providing regular feedback and coaching, supporting employee development and addressing performance concerns in a timely and appropriate manner.
- Sound understanding of contemporary people management practices and the ability to apply relevant Council policies, Enterprise Agreement provisions and legislative requirements in managing employees.
- Strong project and program management skills, including the ability to establish objectives, define deliverables, allocate resources, manage risks and dependencies, monitor progress and achieve agreed outcomes.
- Demonstrated ability to lead through influence and gain cooperation from internal and external stakeholders, including business and tourism operators, government agencies, industry representatives and community stakeholders.
- Ability to establish effective systems, processes and performance measures to monitor service delivery, manage risk, support accountability and drive continuous improvement.
- Demonstrated ability to prepare and present clear, concise and high-quality reports, recommendations, business cases and briefings for senior leadership and Council.

Interpersonal Skills

- Highly developed written and verbal communication skills, including the ability to communicate complex or sensitive information clearly and effectively to employees, senior leaders, Council, government, industry, business and community stakeholders.
- Highly developed interpersonal, influencing and negotiation skills, with demonstrated ability to build productive relationships, gain cooperation and work effectively with people from diverse professional and community backgrounds.
- Demonstrated ability to establish and maintain credible strategic relationships and partnerships with government agencies, industry bodies, business and tourism operators, regional organisations and other key stakeholders.

- Ability to operate effectively in a complex and politically sensitive local government environment, exercising sound judgement, professionalism and discretion when managing competing interests, expectations and priorities.
- Demonstrated ability to facilitate constructive conversations, navigate differing perspectives and work collaboratively with stakeholders to identify solutions and achieve shared outcomes.
- Strong leadership presence and the ability to communicate expectations, provide constructive feedback, build trust and engage employees through periods of change, uncertainty or competing priorities.
- High level of initiative, professional resilience and adaptability, with the capacity to remain effective when managing complex issues and competing demands.

Compliance with Legislation and Policies

- Adhere to all current relevant codes of conduct and legislative requirements including but not limited to:
 - Southern Grampians Shire Council Policies and Procedures
 - Southern Grampians Shire Council Staff Code of Conduct
 - Local Government Act 2020 (Vic)
 - Privacy and Data Protection Act 2014 (Vic)
 - Equal Opportunity Act 2010 (Vic)
 - Occupational Health and Safety Act 2004 (Vic)
 - Government/Industry Codes of Conduct
 - Southern Grampians Shire Council Enterprise Agreement
 - Municipal Emergency Management Plan
 - Child Safety and Wellbeing Act 2005 (Vic)
- Demonstrate a commitment to risk management principles and practices, and maintain a safe environment for staff and the community
- Responsible for ensuring the security of Council's assets under the Officer's control
- Remain compliant with the requirements of the Occupational Health and Safety Act 2004 (Vic), and contribute to the health, safety, and wellbeing of Council employees by co-operating with Council with respect to any action taken to comply with a requirement of the OHS Act

Qualifications and Experience

- A relevant tertiary qualification in economic development, tourism, business, marketing, regional development or a related discipline, and/or substantial relevant professional experience.
- Significant leadership and management experience within economic development, tourism, visitor economy, business or regional development, or a related field, including responsibility for leading employees, managing budgets and delivering strategic and operational outcomes.
- Demonstrated experience in developing and implementing strategies, programs or initiatives that contribute to economic, business, industry, tourism or regional development outcomes.
- Experience working within local government, government or a similarly complex, stakeholder-driven environment is desirable.
- Demonstrated project and program management experience.
- Current Working with Children Check.

- Current Victorian Driver Licence.

Key Selection Criteria

The employee will demonstrate the following:

- Relevant tertiary qualifications and/or substantial professional experience in economic development, tourism, visitor economy, business, regional development or a related field, with demonstrated strategic leadership capability.
- Demonstrated experience in developing and delivering strategies, programs or initiatives that contribute to economic growth, investment attraction, business and industry development, tourism or visitor economy outcomes.
- Highly developed leadership and people management capability, including experience establishing clear priorities and accountabilities, managing workloads and resources, developing employees and effectively managing performance.
- Demonstrated ability to lead complex projects and initiatives, including defining objectives, prioritising and allocating resources, managing budgets and risks, and achieving agreed outcomes.
- Highly developed stakeholder engagement, influencing and negotiation skills, with demonstrated ability to build effective relationships and gain cooperation from businesses, industry, tourism operators, government agencies and other stakeholders.
- Demonstrated strategic judgement and problem-solving capability, including the ability to analyse complex information and data, identify opportunities and risks, evaluate options and provide sound, evidence-based advice and recommendations.
- Highly developed written and verbal communication skills, including the ability to prepare and present high-quality reports, submissions, briefings and recommendations for senior leaders, Council and other stakeholders.
- Demonstrated ability to operate effectively within a complex and politically sensitive environment, working collaboratively across organisational boundaries and balancing competing priorities and stakeholder interests.

Agreement

I, ... have read and understand the objectives and conditions of the above-mentioned role.

Signature:

Date: