

<b>Position Title:</b>	<b>Manager Economic Development</b>		
<b>Position Level:</b>	Management	<b>Employment Agreement:</b>	2024 City of Bunbury EBA
<b>Directorate:</b>	Sustainable Development	<b>Position Number:</b>	HR4061
<b>Business Unit (Department):</b>	Economic Development	<b>Primary Location:</b>	Administration Building
<b>Teams:</b>	Economic Development Tourism Property & Lands Bunbury Wildlife Park	<b>Hours:</b>	76 / Fortnight and reasonable additional hours as are necessary to carry out the responsibilities of the Position, including the requirement to attend Council, Committee and community meetings where required.
Position descriptions are amended from time to time, therefore you should not rely on a printed copy being the current version. Please consult the People & Safety Department to ensure that the version you are using is up to date.			
This document is available in alternative formats (e.g. larger font) if requested.			

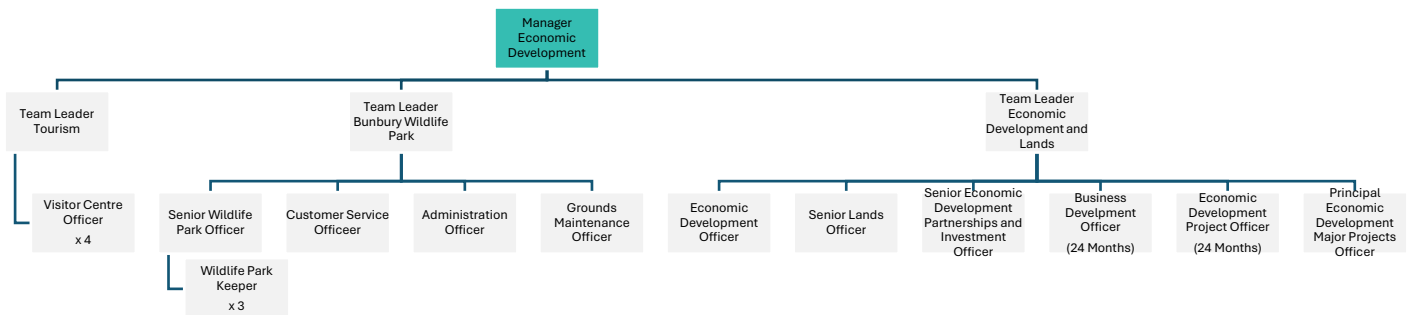
## Position Objectives

The Manager Economic Development is responsible for overseeing the operations and service delivery of the Economic Development Department. This includes leadership of the Economic Development, Tourism, Property & Lands and Bunbury Wildlife Park teams, ensuring that all functional areas with the Department operate efficiently and effectively. The role requires balancing day-to-day operational demands with the development of proactive, innovative, and impactful approaches to enhance service delivery.

The Manager Economic Development also plays a critical role in keeping the Director informed of significant issues and developments affecting the Department.

The Manager Economic Development is a key member of the City of Bunbury Leadership Team.

## Economic Development Structure



## Key Accountabilities

- Provide strategic advice and guidance to the Executive Leadership Team on matters relating to Economic Development.
- Provide leadership and expertise to ensure economic development initiatives and projects are in line with City strategies and plans.
- Lead the development, delivery, and regular review of the City's economic development and tourism strategy, ensuring it aligns with broader community and corporate goals.
- Contribute to long-term planning to ensure economic development and tourism goals align with council priorities.
- Use economic, market, and tourism data to identify trends, risks, and opportunities that shape future strategies.
- Turn strategic goals into practical policies, programs, and projects that support business growth, attract investment, and enhance tourism.
- Manage the delivery of economic development and tourism programs, including business support, investment attraction, infrastructure, advocacy, and marketing.
- Develop strategies and implement plans to maximise the sustainability and financial viability of the Bunbury Wildlife Park facility.

### Authority and accountability

- Lead the development and implementation of Economic Development operational goals, plans and activities that align with the City's strategic direction and purpose.
- Champion the City's desired culture and values, ensuring they are embedded across the Economic Development teams.

- Promote a shared sense of purpose and direction within the department, fostering commitment to organisational objectives.
- Ensure compliance with relevant legislation, policies, and organisational standards in all areas of responsibility.
- Make impartial, evidence-based decisions that prioritise organisational goals over personal interests.
- Provide expert advice and insights to the Executive Leadership Team to support strategic decision-making in Economic Development.
- Provide timely, accurate and contemporary advice to internal and external stakeholders.

## **Judgment and problem solving**

- Consult with internal and external stakeholders to inform sound decision-making and strategic planning.
- Encourage diverse perspectives to enhance problem-solving and innovation across service areas.
- Provide objective, constructive feedback to support resolution of issues and continuous improvement.
- Evaluate the long-term implications of decisions and actions, ensuring alignment with strategic priorities.
- Identify, assess, and mitigate risks that may impact service delivery, escalating unresolved issues appropriately.
- Monitor internal and external environments to identify emerging trends and apply best practice approaches.
- Apply critical thinking and structured analysis to resolve complex issues and improve outcomes.
- Prepare and submit reports to Council and attend Council briefings and meetings as required.
- Develop, implement and review policies and guidelines relevant to the Department's service requirements.
- Prioritise workload and apply strategic judgment to balance multiple deadlines and manage a multi-disciplinary department.

## **Specialist knowledge and skills**

- Communicate the City's strategic goals, behaviours, and purpose clearly to staff and stakeholders.
- Anticipate stakeholder needs and respond proactively to emerging trends and challenges.
- Leverage technical and professional expertise, including consultation with subject matter experts, to enhance service quality and innovation.
- Maintain current knowledge of relevant laws, regulations, and industry standards to inform strategic and operational decisions.
- Identify emerging trends, challenges, and opportunities to inform the strategic direction of Economic Development programs and initiatives.
- Maintain knowledge and understanding of current Economic Development trends, principles, and practice.
- Participate in training programs and initiatives to enhance professional performance.
- Interpret policy, research, and project information to inform decisions.

## **Management skills**

- Ensure compliance with Work Health and Safety legislation, embedding a proactive safety culture and risk management approach across all Economic Development operations.
- Contribute positively to the management team through collaboration, strategic input, and shared leadership.
- Oversee leadership of direct reports, including monthly performance conversations, annual performance review, leave requests and timesheet approvals.
- Oversee staff contract management, monitoring expiry dates and managing reviews in line with organisational procedures.
- Provide operational oversight of the Economic Development teams, ensuring regular performance conversations, annual performance reviews, and approval of operational matters such as leave and timesheets, are conducted.
- Provide inspirational leadership to the Economic Development teams by fostering a high-performing culture, guiding staff learning and development, setting clear performance expectations, and recognising and rewarding staff achievements.
- Oversee the Economic Development workforce planning and management, service and facility planning, service delivery, and workflow management.
- Oversee financial and contractual governance, including budget management, procurement processes, and engagement of external consultants to support Economic Development service delivery.
- Lead and manage high-impact projects and service delivery through planning, execution, performance monitoring, and continuous improvement.
- Lead and manage change initiatives, fostering a culture of continuous improvement and adaptability.
- Oversee Economic Development programs and initiatives, ensuring strategic alignment, stakeholder engagement, and performance monitoring.
- Undertake strategic assignments and responsibilities as directed by the Director Sustainable Development, contributing to broader organisational leadership and transformation.

## **Interpersonal skills**

- Build and sustain effective relationships with internal teams and external partners to support service delivery and strategic and collaborative outcomes.
- Advocate for local business and tourism interests at state and federal levels, securing funding, support, and policy improvements where needed.
- Communicate with clarity and empathy, adapting style to suit diverse audiences and contexts.
- Demonstrate responsiveness to stakeholder needs, ensuring engagement is inclusive and respectful.

- Seek and incorporate feedback from stakeholders to enhance service delivery and satisfaction.
- Represent the City at relevant forums, committees and working groups.
- Act in accordance with COB values and in a manner that works to positively impact the Bunbury community and improves the sustainability and reputation of the City.

## Key Relationships

Reports To	<ul style="list-style-type: none"> <li>• Director Sustainable Development</li> </ul>
Supervises	<ul style="list-style-type: none"> <li>• Team Leader Bunbury Wildlife Park</li> <li>• Team Leader Economic Development</li> <li>• Team Leader Tourism</li> <li>• Economic Development Business Coordinator (Contractor)</li> </ul>
Indirect Positions Managed	<ul style="list-style-type: none"> <li>• 17</li> </ul>
Key Internal Relationships	<ul style="list-style-type: none"> <li>• All City of Bunbury Employees</li> <li>• Executive Leadership Team</li> <li>• City of Bunbury Management Team</li> <li>• Governance and Integrated Planning Department</li> <li>• Finance Department</li> <li>• People &amp; Safety Department</li> <li>• Executive Assistant to the Director Sustainable Development</li> <li>• Building &amp; Planning Department</li> <li>• Bunbury Museum &amp; Heritage Centre Team</li> <li>• Events, Marketing, Brand, Activation, Reconciliation and Community Development Department</li> <li>• Strategic Communications and Engagement Team</li> </ul>
Key External Relationships	<ul style="list-style-type: none"> <li>• Local, State and Federal Government Agencies</li> <li>• Suppliers, Contractors and Consultants</li> <li>• Industry Specific Professional Groups</li> <li>• Elected Members</li> <li>• General Public</li> <li>• Local Business</li> <li>• Tourism and Community Groups</li> <li>• Educational Institutions</li> <li>• City of Bunbury Ratepayers and Residents</li> <li>• Volunteers</li> <li>• External Working Groups, Committees and Partners</li> </ul>

## Financial Accountability and Delegations

Financial Accountability	<ul style="list-style-type: none"> <li>• Acts within established practices.</li> <li>• Purchasing limit \$82,500</li> </ul>
Delegations	<ul style="list-style-type: none"> <li>• Designated employee, with delegated powers and duties in accordance with Local Government Act 1995 and others.</li> </ul>

## Extent of Authority

This position may exert influence in the following:	
<ul style="list-style-type: none"> <li>• The position operates under the broad direction of the Director Sustainable Development within established guidelines, procedures and policies.</li> <li>• Authorised to sign timesheets in accordance with established Policy and Procedure.</li> <li>• Prioritise own work to ensure all tasks are performed within a satisfactory timeframe.</li> <li>• Exercise initiative and/or judgement within clearly established Policies and Procedures.</li> <li>• Is fully accountable for the content, accuracy, validity and integrity of advice provided.</li> <li>• Makes decisions and acts within the organisational values, Code of Conduct, strategic plans and priorities, legislative and regulatory frameworks, delegations, and organisational policies and procedural frameworks and guidelines.</li> <li>• Is accountable and responsible for the effective management and use of human, financial and other resources within set budget and resource parameters.</li> <li>• This position is required to manage responsibilities under legislation, policy and procedures.</li> <li>• Signing-off obligations and actions in the system once they reach practical completion.</li> </ul>	

## Requirements of the Position

Qualifications and Experience	Essential	Desirable
Degree qualification in a relevant discipline and/or equivalent relevant experience at a senior management level.	✓	
Master of Business Administration.		✓
Previous staff management experience including performance management and mentoring.	✓	
Eligibility for professional membership to relevant industry body.	✓	
Demonstrated track record of delivering impactful economic development and tourism strategies and initiatives that have driven measurable outcomes and community prosperity.	✓	
Experience working with businesses and government agencies to establish and deliver successful initiatives and programs.		✓
Experience in Project Management.		✓
Proven commitment to engaging, developing and supporting diverse stakeholders.	✓	
Proven experience in strategic planning, thinking and communication across varied contexts.	✓	
Experience leading initiatives and change that deliver clear organisational and community outcomes.	✓	
Demonstrated success in analysing and using data, evidence and return-on-investment measures to guide decision making.	✓	
Experience successfully managing resources, budgets and projects.	✓	
Experience in the preparation of business plans and budgets and generating innovative approaches to more effectively deploy resources.	✓	
Substantial experience in producing high quality documentation that is concise and clear in audience, target outcomes sought, and information provided.	✓	
Current Working with Children Check (WWC).	✓	
Demonstrated experience in following established safety protocols.	✓	
Valid WA Drivers Licence or equivalent.	✓	
Current National Police Clearance.	✓	
Skills and Knowledge	Essential	Desirable
Understanding key workplace health and safety laws and regulations applicable to the role and position.	✓	
Knowledge of economic factors impacting Bunbury and the ability to identify opportunities for economic development, investment and value generation.	✓	
Thorough understanding of local, state, and federal government policies, programs, and funding sources related to economic development and tourism, with a proven ability to navigate bureaucratic landscapes.	✓	
Knowledge of tender and contract document preparation, supervision and contract administration.	✓	
Ability to clearly communicate decisions, key expectations and deliverables through a variety of mediums.	✓	
Ability to influence outcomes and negotiate confidently with diverse stakeholders.	✓	
Skills in strategic and operational planning and management.	✓	
Ability to maintain strict confidentiality.	✓	
Ability to work varying hours on occasion, including weekends and evenings.	✓	
General knowledge of Equal Employment Opportunity and Diversity Acts.	✓	
Actively participate in safety initiatives.	✓	
Contribute to a collaborative and positive team workforce environment/ culture and by demonstrating a positive attitude, respect, accountability and teamwork.	✓	
Knowledge of relevant Local Government function, legislative and statutory requirements and/or contemporary governance principles and standards.		✓
For specific Role Expectations applicable to this position, the position holder will refer to the Role Expectations Guide on the City's Intranet. The person accepting the position will be required to sign off that they have received and understood their Role Expectations.		

## Mission Statement

Welcoming and full of opportunities

## Organisational Values

Employees at the City of Bunbury observe the following Values in their day to day activities:



### We are Community

**C**

- We are one team
- We keep each other safe
- We display empathy and respect
- We have fun and celebrate our successes
- We work together to achieve great outcomes



### We are Open

**O**

- We are open to opportunities
- We actively listen and think things through
- We are inclusive and treat everyone equally
- We are honest and open in our communications
- We are open to feedback to improve our performance



### We are Brave

**B**

- We lead the change, we own it
- We trust and empower each other
- We have the difficult conversations early
- We hold ourselves to the highest standard
- We have the courage to improve and simplify

## #WEARECOB

### Misconduct and Ethical Decision-Making

City of Bunbury employees are required to comply with the Employee Code of Conduct and refrain from behaviour that constitutes misconduct.

Employees must:

- Apply accountable and ethical decision-making principles within the work environment.
- Ensure all actions and decisions are impartial and unbiased and can be justified and accurately explained.
- Be accountable and transparent in all work activities.
- Do your job effectively and as efficiently as possible.
- Declare and appropriately manage any potential conflicts of interest.
- Comply with all relevant legislation, City of Bunbury Council Policies, Management Policies and Employee Code of Conduct.
- Report any suspected misconduct including breaches of the City's Code of Conduct, to your Manager, Director or CEO.
- Act fairly and justly, abiding by principles of due process and natural justice.

### Risk Management

- Understand and adhere to the Risk Management Policy, Management Policies and related procedures. When required, undertake risk assessments for all proposed projects in consultation with Team Leader, Manager or Director.
- Apply sound operational risk management practices within the work environment.

### Customer Service

- Foster, advocate and implement the City's Customer Service Charter.
- Aim to exceed customer expectations.
- Strive for an element of consistency from one service transaction to the next.
- Through the delivery of outstanding service, establish a reputation of customer service excellence through service delivery.
- Deal with enquiries from customers and provide or arrange for the provision of the appropriate information or redirect the customer to the appropriate service provider.

## Work Health and Safety

### Managers/Supervisors must:

- Ensure adherence to WHS policies and procedures and be aware of their own responsibilities listed herein.
- Consult and cooperate with workers and Health and Safety Representatives (HSRs) on WHS issues to gain a thorough understanding of key risks, enabling accurate reporting at WHS Committee Meetings.
- Ensure workers are provided with the information, instruction, training, and supervision they need to work safely.
- Identify, assess, and control hazards (physical and psychosocial) within their area of responsibility by applying the hierarchy of controls and actively using and monitoring the safety management system.
- Encourage early reporting of incidents and hazards, gather initial information to assist investigations, and forward details to the WHS Team immediately.
- Ensure workers are aware of and comply with all relevant WHS procedures, particularly those relating to the operation of plant and equipment.
- Develop safety documentation as required, in consultation with workers, and ensure these are followed.
- Provide PPE as required, and ensure workers are trained in correct use, fit, and storage requirements.
- Ensure all plant and equipment is safe to use and maintained in accordance with manufacturer recommendations and legal requirements.
- Foster a positive and respectful workplace culture that supports psychological health and safety.
- Maintain current knowledge of WHS legislation, risks, and control measures relevant to their own work area.
- Lead by example by consistently demonstrating safe work behaviours.

### Workers must:

- Take reasonable care of their own health and safety (physical and psychological) and ensure their acts or omissions do not adversely affect the health and safety of others, as required by WHS legislation and the City of Bunbury Code of Conduct.
- Follow safe work practices and participate in maintaining a healthy and safe workplace.
- Comply with reasonable instructions, policies, and procedures relating to health and safety.
- Cooperate with management to help them meet their WHS obligations.
- Report any injury, illness, hazard, or near miss immediately, where practicable, to their supervisor — including psychosocial hazards such as bullying, harassment, or unreasonable work demands. Where safe and practicable, take immediate action to make hazards safe before reporting them.
- Treat colleagues, customers, and members of the public with respect to protect the psychological safety of others.
- Familiarise themselves with and follow the City's WHS policies and procedures.
- Not intentionally or recklessly misuse or interfere with anything provided for health and safety.

## Position and Incumbent Details

The requirements of this position are accepted and will be undertaken with due diligence at all times:

<b>Position Description Prepared by:</b>		<b>Key accountabilities accepted by Employee:</b>	
<b>Signed:</b>		<b>Signed:</b>	
<b>Date:</b>		<b>Date:</b>	

The original signed position descriptions must be returned to People & Safety.

## Review

The line manager and incumbent will review this position description for any necessary amendments during the employment lifecycle, including the annual performance development (PDP) review process.