

Position Description

POSITION TITLE:	Footscray Place Officer
POSITION NO:	1263
DIRECTORATE:	Planning and Environment
DEPARTMENT:	City Futures
SECTION:	Footscray Revitalisation
CLASSIFICATION:	Band 6
LOCATION:	Footscray CBD / Civic Precinct and Community Hub
DATE:	July 2026

ORGANISATIONAL RELATIONSHIPS

Reports to: Footscray Revitalisation Lead

Internal Liaisons: Footscray Revitalisation, Economic Development, Community Development, Local Laws, City Amenity, City Design, City Experience and Activation, Arts and Culture, Customer Service

External Liaisons:

Footscray traders, Trader group representatives, Residents, visitors and community members, Community organisations, Outreach and support services, Victoria Police, Metro Trains, Event organisers, Multicultural community groups

ORGANISATIONAL VALUES:

Employees at Maribyrnong will be guided in their behaviour and conduct in the delivery of its services by Council's values of Respect, Courage, and Integrity.

Respect	The promotion of inclusiveness, empathy, communication, good will.
Courage	The promotion of innovation considered risk, creativity, problem solving, initiative, accountability, responsibility.
Integrity	The promotion of honesty, loyalty, ethical behaviour, trustworthiness.

PRIMARY OBJECTIVES OF POSITION:

- To provide a visible, approachable, and practical Council presence across the Footscray CBD as part of the brand new Footscray CBD Place management and Activation program or 'Footscray Welcome Crew.'
- Support the day-to-day functioning of the precinct, by engaging with traders, visitors, residents, and community members; identifying local issues; referring matters through agreed Council and partner pathways; supporting local activation; and providing place-based advice to assist Council's Footscray revitalisation work.

DUTIES AND RESPONSIBILITIES

- Provide local information, wayfinding and practical assistance to traders, visitors, residents, and community members.

- Maintain regular contact with traders and businesses, listen to feedback, and identify local issues early.
- Refer graffiti, waste, cleansing, lighting, maintenance, public realm, and amenity issues to the relevant Council team.
- Support events, activations, pop-up trading, and positive use of public space across the Footscray CBD, including assisting with operator enquiries, site checks, trader liaison, on-ground observations, and activation of approved locations.
- Actively Support shopfront improvement, presentation, and vacant space activation by engaging with traders and property owners, identifying opportunities, and helping connect suitable businesses, creatives, makers or operators with the right Council process or available spaces.
- Work with event organisers, creatives, food operators, businesses, traders and community partners to support local economic activity and create more reasons for people to visit, stay and return to Footscray.
- Record observations, referrals, trader feedback, emerging issues, and activation opportunities.
- Identify trends, recurring issues, and practical opportunities to inform planning, coordination, and decision-making.
- Prepare clear written updates, summaries and reports as required.
- Engage respectfully with people experiencing vulnerability and refer matters through agreed pathways where appropriate.
- Work within clear role boundaries and escalate urgent, complex or out-of-scope matters to the appropriate Council team, agency, or emergency service.
- The incumbent of this position may be directed to carry out such duties as are within the limits of the employee's skill, competence, and training.

Organisational Responsibilities:

- Adhere to the Victorian *Occupational Health and Safety Act 2004*, Council's Occupational Health and Safety Policy and Council's Contractor Health and Safety Policy including assuming responsibility for the proper use of all safeguards, safety devices, personal protective equipment, and other equipment provided for safety purposes.
- Consider and preserve one's own safety and the safety of those around while at work. This includes following health and safety guidelines and procedures, and using protective clothing or equipment provided, at all required times. Employees must immediately report any injury, near miss, damaged equipment or any other hazard observed in their workplace.
- Familiarise themselves with, and adhere to, Council's Risk Management policy and program and the application of sound risk management practices within the workplace and community.
- Practice and promote Council's Equal Opportunity and Respect at the Workplace principles and policies by treating fellow employees and our customers fairly and equitably and without discrimination, harassment, or bullying.
- Promote a positive image of Council to members of the public through professional standards of personal presentation and through the provision of services/advice in a courteous and efficient manner.
- We are a child safe organisation and are committed to child safety and supporting the best interests of children in all our operations.

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

- Provide advice and information to internal and external stakeholders within Council guidelines and delegated authority. Accountable for the accuracy and quality of the information and advice provided.
- Provide support and formal input into policy development within area of expertise as required.
- Maintain and improve standards of work specific to the role and responsibilities.
- Act within clear objectives, budgets and refer to manager for any decisions on matters that could impact Council's policy, projects, and budget.

JUDGEMENT AND DECISION MAKING

- Exercise judgement and autonomy to make decisions based on previously acquired experience and knowledge as well as knowledge of department, organisational goals, and objectives.
- The nature of the work is usually specialised with methods, procedures and processes developed through theory or precedent.
- Ability to improve or develop methods, procedures and processes relevant to the role as required and applying them to problem resolutions.
- Guidance and advice from supervisor and other Council employees would usually be available.
- Exercise discretion and confidentiality whilst performing assigned duties.
- The position operates within agreed objectives, procedures, referral pathways, and reporting arrangements. It requires sound judgement, strong interpersonal skills, practical problem solving and an understanding of how Council services, public spaces, traders, visitors, and community needs interact in a busy city centre

SPECIALIST SKILLS AND KNOWLEDGE

- Ability to use technology and systems relevant to the role.
- Proficiency in the application of theories, policies, procedures, processes, and precedents relevant to the role.
- Understanding of the role and function of the team and how they impact the goals of the wider organisation.
- Understanding of relevant State and Federal legislation, Acts, and regulations relevant to the role.
- Basic knowledge and understanding of budgeting techniques.
- Understanding of place management, public space activation, trader engagement, and the day-to-day functioning of a busy urban precinct.
- Understanding of the relationship between local business, shopfront presentation, amenity, events, visitor experience, transport connections, safety perception and street-level activity.
- Ability to identify issues, opportunities, trends and recurring themes from on-ground observations and stakeholder feedback.
- Ability to work across Council teams and external partners to support practical outcomes, coordinated responses and service improvements.
- Knowledge of, or ability to quickly develop knowledge of, the Footscray CBD, including its traders, communities, public spaces, transport nodes, activity areas, and local issues.
- Cultural awareness and ability to work respectfully with Footscray's diverse communities, including people from different language backgrounds and people experiencing vulnerability.

MANAGEMENT SKILLS

- Manage time, set priorities, plan, and organise own work and when required, the work of any direct reports, to achieve team objectives within a set timeframe.
- Ability to implement and embody Council personnel practices including Equal Employment Opportunity and Occupations Health and Safety, particularly when supervising employees.
- Ability to support, motivate, provide on the job training and guidance to more junior employees.
- Ability to contribute to team meetings and to team outcomes.
- Understanding and effective dissemination to direct reports of the long-term goals of the team and their alignment with Council's objectives.

INTERPERSONAL SKILLS

- Ability to gain trust, cooperation and assistance from internal and external stakeholders when required.
- Ability to liaise with external counterparts and members of other units within the organisation to resolve intra-organisational problems.
- Strong written and verbal communication skills and ability to effectively manage complex conversations.
- Ability to establish rapport and to contribute to a pro-active and collaborative work culture.

- Ability to demonstrate initiative and flexibility within the working environment and to contribute to team-based service delivery.
- Conduct research and provide detailed verbal and written reports as required.
- Capability to prepare external correspondence

QUALIFICATIONS AND EXPERIENCE

Mandatory:

- Relevant qualification or equivalent experience in place management, economic development, community engagement, events, business, urban planning, customer service, or a related field.
- No relevant criminal record found in a Police Check.
- Required to have and maintain, always where required for the performance of your duties or otherwise by Council, a valid, unrestricted Working with Children Check.
- Strong organisational and communication skills.
- Experience working with diverse communities and people experiencing vulnerability.
- Experience dealing with complexity, juggling priorities, and working to deadlines.
- Demonstrated experience in a public-facing, place-based, customer-focused, stakeholder-facing, or community-facing role.

Desirable:

- Knowledge of Footscray CBD, including its traders, communities, public spaces, and local issues.
- Experience supporting events, activations, creative projects, business programs, visitor services, public space initiatives, or local improvement projects.
- Vietnamese and/or Arabic language skills.
- Training in first aid, mental health first aid, conflict de-escalation, trauma-informed practice, or cultural safety.
- Current Victorian driver licence.

KEY SELECTION CRITERIA

- Demonstrated experience in a public-facing, place-based or customer-focused role where you have built rapport, provided practical support, and worked effectively with a wide range of people.
- Demonstrated ability to work through complex public space, trader, community, or operational issues by gathering relevant information, engaging the right Council team, specialist, service provider or external partner, and following matters through to support a practical outcome.
- Experience supporting the delivery of events, activations, local improvement projects, business support initiatives, or other public-facing programs in a complex or changing environment.
- Demonstrated ability to identify issues and opportunities in streets, shopfronts, or public spaces, including matters relating to presentation, amenity, access, safety perception, visitor experience, local business activity, or street-level activation.
- Demonstrated ability to work respectfully in a diverse community setting, including with people from different cultural and language backgrounds and people experiencing vulnerability. Vietnamese and/or Arabic language skills would be highly regarded.
- Demonstrated ability to record observations, identify trends or recurring themes, and prepare clear written updates, summaries or reports to support coordination, planning, and decision-making.

Position Description



CONDITIONS OF EMPLOYMENT:

In addition to the terms and conditions of Council’s Enterprise Agreement and the requirements listed in this Position Description, there are policies and procedures that apply to your employment and require your diligent compliance. These policies and procedures are formulated by Council for the efficient and fair administration of employment and other business matters and can be amended from time to time. However, such policies and procedures are not deemed to be incorporated into your employment conditions, nor are they intended or deemed to impose specific contractual obligations on Council.

The following signatures are required to indicate understanding, agreement, and approval of the position description.

Employee:

Date:

Manager/Coordinator:

Date:

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