

Position Description

POSITION TITLE:	<i>Senior Precinct Revitalisation Officer</i>
POSITION NO:	1246.1
DIRECTORATE:	<i>Planning and Environment</i>
DEPARTMENT:	<i>City Futures</i>
SECTION:	<i>Economic Development and Smart Cities</i>
CLASSIFICATION:	Band 7
LOCATION:	Footscray CBD / Civic Centre
DATE:	September 2026

ORGANISATIONAL RELATIONSHIPS

Reports to:	Coordinator Economic Development and Smart Cities
Supervises:	Footscray Place Officer (Band 6, 2yr contract), Footscray Project Officer (Band 6, temp)
Internal Liaisons:	Executive Leadership Team, Planning and Environment Leadership Team, Senior Leadership Team, Coordinators, and key staff across the organisation relevant to the project delivery.
External Liaisons:	Community groups, Trader Associations, Community Health Service Providers & Agencies, Business Owners, Government Departments and Statutory Authorities, Advisory and Special committees, Industry professionals, other Local Governments, residents, and members of the public

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:

The Senior Precinct Revitalisation Officer provides strategic leadership and specialist expertise in placemaking, place management and activity-centre revitalisation, with a primary focus on the Footscray CBD as Council's flagship revitalisation precinct. The role leads place-based programs, projects and partnerships that strengthen economic performance, community wellbeing, public realm quality, cultural identity, and visitor experience.

Footscray's CBD will be the priority focus of this role, including implementation, monitoring, and evaluation of the Footscray CBD Place Plan. The role coordinates actions across Council, government agencies, traders, community organisations, and service providers to deliver integrated outcomes across safety and amenity, community inclusion, economic development, activation, public realm, place identity, partnerships, and coordination.

The position also leads the development, implementation, and evaluation of Council's Maribyrnong Placemaking Strategy, establishing a municipality-wide framework for placemaking across activity centres, neighbourhoods, and public spaces. It translates Council priorities into coordinated programs, projects and practical interventions that improve the performance, experience, and identity of places. The role provides strategic advice on place management, activity-centre performance, economic revitalisation, and emerging place-based challenges, while identifying partnership, investment, and funding opportunities. It oversees Footscray CBD place management and revitalisation activities, including the Footscray Welcome Crew program, supervises the Footscray Project Officer and Footscray Place Officer, and supports placemaking outcomes across other priority centres in Maribyrnong.

DUTIES AND RESPONSIBILITIES

- Lead place management for the Footscray CBD, coordinating responses to safety, amenity, cleanliness, maintenance, public realm, vacancy, and activation priorities to support a safe, welcoming, and economically vibrant city centre.
- Manage the Footscray CBD Place Management and Activation Program, including contract oversight, service integration, performance monitoring, evaluation, and continuous improvement.
- Lead cross-Council and multi-agency partnerships to address complex place-based issues, coordinate service responses and deliver integrated outcomes.
- Implement, monitor, and report on the Footscray CBD Place Plan and contribute to Council's Placemaking Strategy, including stakeholder engagement, policy development, implementation planning, and evaluation.
- Initiate and deliver placemaking projects and economic vitality initiatives that strengthen Footscray's identity, increase visitation, improve amenity, support local businesses, reduce vacancy, and attract investment.
- Build strong relationships with traders, property owners, residents, community organisations, service providers, government agencies and Council departments to identify priorities, broker solutions, and deliver agreed outcomes.
- Collect, analyse, and report on place, economic, visitation and stakeholder data to inform decision-making, investment prioritisation, policy development, and service delivery improvements.
- Manage allocated projects, budgets, contracts, consultants, procurement, grants, risk requirements and reporting to ensure timely, high-quality delivery.
- Prepare reports, briefings, business cases, funding submissions, acquittals and presentations for senior management, Council, and external stakeholders.

- Supervise, coach, and support the Footscray Project Officer and Place Officer, including work allocation, performance development and fostering a collaborative, outcomes-focused team culture.
- Support community-led placemaking and place management initiatives across other priority activity centres within Maribyrnong as required.

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:

- Responsible for coordinating placemaking, place-management and revitalisation programs within approved policies, objectives, budgets, and work plans.
- Responsible for supervising the Footscray Project Officer and Place Officer and coordinating their work to achieve agreed priorities.
- Responsible for managing allocated projects, contracts, budgets and other resources within approved delegations.
- Freedom to act is governed by Council policies, adopted plans, approved budgets and the direction of the coordinator, with regular reporting required.
- Decisions and advice may have a significant effect on program delivery, stakeholder relationships, the experience of Footscray CBD and public perceptions of Council.
- Provides specialist advice within the scope of the position and contributes to the development of strategies, plans, policies and programs.
- Major changes to policy, program direction, budgets or agreed priorities must be referred to the coordinator.
- Matters carrying significant political, legal, financial or reputational risk must be escalated to the coordinator.

JUDGEMENT AND DECISION MAKING

- Exercise judgement and autonomy to make decisions and resolve problems. Decision making is based on specialised methods, procedures and processes developed from theory or precedent.
- Guidance is not always available within the organisation and may require pursuit of external resources.
- Ability to improve or develop methods, procedures and processes relevant to the role, identifying and analysing a wide range of options prior to making a recommendation.
- Exercise discretion and confidentiality as required.

SPECIALIST SKILLS AND KNOWLEDGE

- Proficiency in the use of technology and systems and 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.
- Sound knowledge of relevant Local, State and Federal Government legislation, Acts and regulations relevant to the role.
- Ability to develop, implement and maintain project briefs and budgets and knowledge of relevant financial and accounting procedures.
- Sound knowledge of contemporary placemaking, place management, activity-centre management and urban revitalisation principles and practices.
- Understanding of economic development, place performance, and investment attraction principles as they relate to activity centres and precincts.
- Ability to collect, interpret and apply economic, visitation, stakeholder, safety, and place-performance data to inform decision making.
- Knowledge of stakeholder engagement, partnership development and collaborative governance approaches relevant to place-based outcomes.
- Ability to develop, interpret and implement policy.

MANAGEMENT SKILLS

- Ability to set priorities, manage time, plan and organise own work and when required, and where appropriate, the work of any direct reports, to achieve team and organisational objectives within a set timeframe, despite conflicting pressures.
- Ability to implement and embody Council personnel practices including Equal Employment Opportunity, Occupational Health and Safety, recruitment, learning and development and related people-management practices.
- Leadership, supervisory and motivational skills to support other employees and provide on the job training and guidance.
- Ability to contribute to team meetings and to team outcomes.
- Understanding and effective dissemination to the team of their long-term goals and their alignment with Council's objectives.
- Ability to be flexible and responsive to meet the changing priorities of the organisation and the community.

INTERPERSONAL SKILLS

- Ability to negotiate and gain trust, cooperation and assistance from internal and external stakeholders when required.
- Motivational and training and development skills to support other employees.
- Ability to liaise with external counterparts and members of other units within the organisation to resolve specialist and intra- organisational problems.
- Strong written and verbal communication skills including the ability to make public presentations, write concise and detailed reports, proposals and submission to government and other external bodies.
- Ability to establish rapport and to contribute to a pro-active and collaborative work culture.

QUALIFICATIONS AND EXPERIENCE

Mandatory:

- A degree or diploma in placemaking, urban planning, urban design, economic development, community development, public policy, project management or a related discipline, together with several years of relevant experience; or a higher qualification with a shorter period of relevant experience; or lesser formal qualifications with extensive relevant experience.
- Substantial experience delivering placemaking, place-management, revitalisation, activation or activity-centre programs.
- Experience developing and implementing place plans, strategies or similar place-based programs.
- Experience working with traders, community organisations, government agencies and other stakeholders.
- Experience supervising employees and managing projects, budgets, contracts and risks.

Desirable:

- Experience working in local government, another public-sector organisation or a comparable multidisciplinary environment.

KEY SELECTION CRITERIA

- Mandatory qualifications and experience as listed above.
- Demonstrated experience in placemaking, place management, activity-centre management, or urban revitalisation, including delivering initiatives that improve economic, social and place outcomes in complex urban environments.
- Proven ability to lead place-based projects, programs and strategies, including activation, public realm improvements, revitalisation, stakeholder engagement, and community-building initiatives.
- Experience developing and implementing place plans, precinct strategies or action plans using research, data analysis, stakeholder engagement, and evidence-based decision making.
- Highly developed stakeholder engagement and partnership skills, with the ability to collaborate across business, community, government, and service-provider sectors to achieve shared outcomes.
- Strong analytical, problem-solving and project management skills, including managing competing priorities, emerging issues, budgets, contracts, procurement, risks, and reporting requirements.
- Demonstrated experience supervising, mentoring, and developing staff, including work planning, performance development, coaching and fostering a positive team culture.
- Excellent written and verbal communication skills, including preparing reports, briefings, funding submissions and presentations, and representing Council in stakeholder and public forums.
- Sound knowledge of local government and contemporary placemaking and activity-centre management practices, including relevant social, economic, legislative, and political influences.

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: