

Position Description

POSITION TITLE:	<i>Senior Economic Development and Innovation Officer</i>
POSITION NO:	4296.1
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:	Business Events and Communications Officer, Business District Officer, Business Concierge.
Internal Liaisons:	City Futures staff, Senior Placemaking and Revitalisation Officer, coordinators and employees across Council involved in business support, investment, communications, events, planning, procurement, digital services, data and service delivery.
External Liaisons:	Local businesses, business and trader associations, property owners, investors, government departments, statutory authorities, industry bodies, education and research institutions, technology providers, community organisations, other councils, consultants, contractors, 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 Economic Development and Innovation Officer provides senior specialist expertise and day-to-day leadership for Council's Economic Development program.

Reporting to the **Coordinator, Economic Development & Smart Cities**, the position supervises Council's business-facing team and supports the delivery of programs and services that strengthen local businesses, support investment and employment, and contribute to a stronger local economy.

The role provides evidence-based advice on local economic conditions, business needs, industry trends and emerging opportunities, using data, business intelligence and stakeholder insight to inform programs, services and Council decision-making.

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In addition to its core economic development responsibilities, the position leads assigned smart cities, innovation and emerging technology initiatives. This includes helping identify practical opportunities to use data, technology and new approaches to improve business, economic and service outcomes, and supporting appropriate partnerships, pilots and capability-building initiatives for the municipality.

The role works closely with the **Senior Precinct Revitalisation Officer** to ensure business needs and economic opportunities inform Council's work in Footscray and other priority activity centres.

DUTIES AND RESPONSIBILITIES

- Contribute to and deliver Council's new Economic Development Strategy, translating its priorities into practical programs, services and initiatives.
- Provide day-to-day support for the Business Events and Communications Officer, Business District Officer and Business Concierge employees, including work allocation, coaching, performance development and team coordination.
- Provide specialist, evidence-based advice on local economic conditions, business needs, industry trends and emerging opportunities.
- Oversee Council's business engagement, concierge support, capability-building, events and communications, ensuring services are coordinated, accessible and responsive to local businesses, informed by the State Government's Business Friendly Council
- Develop and deliver initiatives that support business retention and growth, entrepreneurship, productivity, investment, employment and the development of key industries across Maribyrnong.
- Identify opportunities to improve Council's economic development services and business experience using data, business intelligence, stakeholder feedback and contemporary practice.
- Lead assigned Smart Cities, innovation and emerging technology initiatives where they support economic, business or service outcomes, including research, partnership development, approved pilots and evaluation.
- Support practical applications of artificial intelligence and other emerging technologies, including initiatives that build business capability and connect local businesses with relevant expertise, research and industry partners.
- Build productive partnerships with government, industry, education and research organisations, business groups and other stakeholders to deliver shared economic outcomes and pursue external funding opportunities.
- Work with the Senior Precinct Revitalisation Officer to ensure business needs, economic intelligence and emerging opportunities inform place plans, activity-centre programs and revitalisation initiatives.
- Manage allocated projects, budgets, contracts, consultants, procurement processes and risks, ensuring work is delivered on time, within budget and to the required standard.
- Monitor and evaluate programs and services and prepare reports, briefings, business cases, funding submissions and evidence-based recommendations for the Coordinator and senior management.
- 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 safeguards, safety devices, personal protective equipment and other equipment provided for safety purposes.
- Consider and preserve their own safety and the safety of those around them while at work. This includes following health and safety guidelines and procedures and using protective clothing or equipment provided when required. Employees must immediately report any injury, near miss, damaged equipment or other workplace hazard.
- Become familiar with and adhere to Council's Risk Management Policy and program and apply sound risk management practices within the workplace and community.

- Practise and promote Council's Equal Opportunity and Respect at the Workplace principles and policies by treating employees and customers fairly and equitably and without discrimination, harassment or bullying.
- Promote a positive image of Council through professional conduct and the courteous and efficient provision of services and advice.
- Support Council's commitment to being a child-safe organisation and protecting the best interests of children in all its operations.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Responsible for coordinating the Economic Development and Smart Cities work program within approved strategies, policies, budgets and work plans.
- Responsible for supervising the Business Events and Communications Officer, Business District Officer and Business Concierge employees and coordinating their work to achieve agreed priorities.
- Responsible for the quality, timeliness and effectiveness of assigned economic development, business support and innovation programs.
- Responsible for managing allocated projects, contracts, budgets and other resources within approved delegations.
- Provides specialist economic development and innovation advice within the scope of the position.
- Contributes to the development and improvement of programs, service models, procedures and operational policies relevant to the role.
- Freedom to act is governed by Council policies, adopted strategies, approved budgets and the direction of the coordinator, with regular reporting required.
- Decisions and advice may affect program performance, stakeholder relationships, business confidence, customer experience and public perceptions of Council.
- Major changes to policy, program direction, budget or agreed priorities must be referred to the coordinator.
- Matters carrying significant political, legal, financial, privacy, information security or reputational risk must be escalated to the coordinator.

JUDGEMENT AND DECISION MAKING

- Exercise judgement and autonomy in managing employees, services and assigned projects within the responsibilities and delegations of the position.
- Identify and analyse economic, business and service-delivery issues where established procedures may not provide a complete solution.
- Consider a range of options and use evidence, professional knowledge and stakeholder input to develop practical recommendations.
- Improve or develop methods, procedures and service approaches relevant to the role.
- Assess proposed innovation initiatives by considering their intended benefits, feasibility, costs, risks and alignment with Council priorities.
- Seek specialist internal or external advice where guidance is not readily available.
- Manage competing priorities and respond appropriately to changing economic conditions, business needs and organisational requirements.
- Exercise discretion and maintain confidentiality when handling sensitive business, employee or organisational information.

SPECIALIST SKILLS AND KNOWLEDGE

- Sound knowledge of contemporary economic development practice, including business support, business retention and growth, entrepreneurship, industry development and investment facilitation.
- Ability to interpret economic, demographic, business and program data and translate findings into practical advice, initiatives and service improvements.
- Understanding of the opportunities and challenges affecting local businesses, activity centres and urban economies.

- Understanding of Smart City and innovation approaches, including data-informed decision-making, partnership development, pilot delivery and benefits evaluation.
- General understanding of artificial intelligence and other emerging technologies as potential tools for innovation, including relevant privacy, ethical, information security and human oversight considerations.
- Ability to develop, implement and evaluate business programs, projects and service models.
- Knowledge of project management, procurement, contract management, budgeting, risk management and financial reporting practices.
- Ability to prepare and interpret strategies, policies, procedures, business cases, funding submissions and Council reports.
- Understanding of the role of local government and the legislative, economic, social and political environment in which it operates.

MANAGEMENT SKILLS

- Ability to lead, supervise, coach and develop employees with different professional responsibilities and levels of experience.
- Ability to establish clear priorities, allocate work, monitor performance and coordinate the delivery of team objectives.
- Ability to plan and organise work within agreed timeframes while managing competing priorities and changing circumstances.
- Ability to manage projects, budgets, contracts, consultants, risks and reporting requirements.
- Ability to implement and support Council's employment practices, including Equal Employment Opportunity, Occupational Health and Safety, recruitment, learning and development and performance management.
- Ability to connect individual and team work plans with Council's strategies and organisational objectives.
- Ability to foster a collaborative, accountable and service-focused team culture.

INTERPERSONAL SKILLS

- Ability to lead, motivate, coach and support employees to achieve agreed outcomes.
- Ability to build trust and productive working relationships with businesses, industry, government, community organisations and Council employees.
- Ability to engage effectively with businesses and community members from diverse cultural, linguistic and professional backgrounds.
- Ability to negotiate, influence and gain cooperation from stakeholders with different needs and interests.
- Ability to resolve complex customer, stakeholder and organisational issues professionally and constructively.
- Strong written and verbal communication skills, including the ability to prepare clear reports, briefings, proposals, funding submissions and presentations.
- Ability to represent Council professionally at business events, stakeholder meetings, working groups and public forums.

QUALIFICATIONS AND EXPERIENCE

Mandatory

- A degree or diploma in economic development, economics, business, commerce, public policy, urban or regional development, innovation, 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 developing and delivering economic development, business support, industry development or related programs.
- Experience providing evidence-based advice about economic conditions, business needs or industry opportunities.
- Experience supervising employees, allocating work, supporting performance and building effective teams.

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- Experience managing projects, budgets, contracts, procurement processes and organisational risks.
- Experience engaging with businesses, government, industry bodies, education providers and other stakeholders.
- Experience delivering innovation, Smart City, digital adoption or data-informed service improvement initiatives is desirable.

Desirable

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

KEY SELECTION CRITERIA

- Relevant tertiary qualifications and substantial experience in economic development, business, economics, public policy, innovation or a related field.
- Demonstrated experience developing and delivering economic development initiatives that respond to business and industry needs and contribute to measurable local economic outcomes.
- Demonstrated ability to provide senior specialist advice using economic research, data, business intelligence and stakeholder insights.
- Demonstrated experience supervising and developing employees, coordinating different areas of work and fostering an accountable and collaborative team culture.
- Demonstrated experience designing and delivering business support, capability-building, engagement, events, communications or investment-related initiatives.
- Demonstrated ability to identify and develop practical uses of data, technology and new approaches to improve economic, business or public-sector outcomes. This may include artificial intelligence and other emerging technologies.
- Strong project and program management skills, including experience managing budgets, contracts, procurement, risks, competing priorities and performance reporting.
- Highly developed communication, stakeholder engagement and partnership-building skills, including the ability to influence, negotiate and work effectively with businesses, government, industry and internal stakeholders.
- Sound understanding of the local government environment and the economic, social and policy factors influencing local businesses, activity centres and communities.

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.

Employee:

Date:

Manager/
Coordinator:.....

Date: