

POSITION DESCRIPTION

POSITION: Strategic Place Coordinator – Bypass Transition	
DIRECTORATE: Office of General Manager	GROUP: Office of General Manager
SECTION: N/A	REPORTS TO: General Manager
GRADE: J	EMPLOYMENT TYPE: Full-Time Fixed Term
HOURS/WEEK: 35	POSITION No.: 1237
DATE: August 2026	

OUR VISION

“Empowering the community and visitors to enjoy and grow our opportunities”.

OUR VALUES

We ensure that our Values are the foundation for everything we do.



iNnovate

Challenge the status quo in search of better outcomes.



Collaborate

Seek to understand different perspectives to problem solving.



Accountable

Take ownership and have the courage to call things out.



Respect

Mutual respect. No time for disrespect.



Empowering

Here to make a difference.

THE DIRECTORATE

The Office of the General Manager, through the Executive Leadership Team, provides strategic direction and corporate leadership for the operations, governance and organisational performance of the City. This is achieved through a focus on; financial and corporate sustainability; driving economic and tourism outcomes and ensuring effective people, culture and safety outcomes.

POSITION OBJECTIVES

Reporting directly to the General Manager, the Strategic Place Coordinator – Bypass Transition leads and coordinates the City’s response to the opportunities and challenges arising from the

Coffs Harbour Bypass. Through collaboration, influence and strategic coordination, the role brings together City teams, government agencies, businesses and community stakeholders to maximise economic, social and place-based outcomes.

The position enables and coordinates whole-of-City approach to bypass transition activities by facilitating integrated initiatives, fostering partnerships and investment opportunities, supporting revitalisation of the City Centre and surrounding precincts, and ensuring actions are aligned, barriers are addressed, and community benefits are realised.

KEY ACCOUNTABILITIES

Work Health & Safety (WHS)

Contribute to a safe working environment by:

- Demonstrating safe work place practices and behaviours and encouraging others to do the same.
- Reporting all incidents, near misses and hazards in accordance with the City's processes.
- Taking reasonable care for own health and safety and the health and safety of others in the workplace.
- Participate and contribute in WHS training and consultation as required and be supportive of the implementation and development of safe work practices.
- Compliance at all times with statutory and regulatory requirements and Australian Standards.

Customer Service

Promote a positive and professional image of the City through:

- Creating and maintaining good relationships with the Community and our stakeholder customers.
- Taking the time to understand the needs of customers and their expectations.
- Provision of clear, accurate and timely technical and general advice to Council, management, stakeholders and clients.
- Following up on both positive and negative feedback received.
- Considering customer service in all aspects of their duties.
- Continuously looking for ways to improve the level of customer service you deliver.

Community Engagement

Committed to active and appropriate engagement processes guided by the principles of:

- Informing – Giving information to the community where instructed.
- Consulting – Obtaining community feedback when requested.
- Involvement – Engaging directly with the community as directed.
- Partnership – Partnering with the community to create solutions.
- Enabling – Placing final decision making in the hands of the community and City of Coffs Harbour management

Learning and Development (L&D)

Support the City of Coffs Harbour as a high performance organisation by:

- Participating in strategic learning and development initiatives.
- Undertake and participate in L&D initiatives that directly enhance and/or improve individual performance and contribute to the City's effectiveness.
- Take individual responsibility for own learning and engage in professional development.
- Participate in learning and development activities in accordance with the City's Training plan.
- Work collaboratively with the other staff to identify training needs and appropriate solutions.

Sustainability

- Consider the interconnections between economy, society and environment and ensure sustainability.
- Incorporate the City's Sustainability Policy and Climate Change Policy into daily operations whilst applying appropriate environmental laws and the management of cultural diversity in controlling the risk of serious or irreversible impacts on the environment, society and heritage values.

Continuous Improvement

- Supporting staff and the leadership team in the implementation of new and improved business processes.
- Support organisational initiatives including business and cultural change programs that progress the organisation towards the desired state.

Organisation Support

- Support the leadership and management by:
 - Embracing the organisations vision and values, so that they are demonstrated through behaviours, actions and attitudes.
 - Ensuring all appropriate City Policies and Procedures relating to employment, including Equal Employment Opportunity, Code of Conduct and Fraud & Corruption.
 - Ensuring the WHS responsibilities of the role are undertaken in accordance with the City WHS Responsibilities Statement, WHS legislation and other City Policies and Procedures regarding WHS.
 - Ensuring business records are maintained accurately and on time, in accordance with the City's Records Management Policy.
 - Providing valued team contribution, coupled with performance and behaviours consistent with a positive and productive work environment.

KEY AREAS OF RESPONSIBILITY

Strategic Coordination

- Coordinate implementation of the City's bypass transition and "place" activation initiatives from opportunity identification, prioritisation of initiatives, responsibilities, milestones and dependencies.
- Facilitate collaboration across City departments including Economic Development, Infrastructure, Planning, Tourism, Events, Customer Service and Communications.
- Ensure alignment of initiatives, investments and programs, including influencing the direction of projects by others, with the City's strategic objectives.
- Identify opportunities for and facilitate City Centre revitalisation projects.
- Identify emerging opportunities and risks associated with the bypass transition.

Stakeholder Engagement

- Act as a central point of coordination between the City, government agencies, business groups, community organisations and other external stakeholders.
- Foster productive relationships that support collaborative outcomes.
- Coordinate stakeholder forums, workshops and working groups.
- Facilitate communication and information sharing across multiple stakeholders.

Opportunity Identification and Activation

- Identify opportunities to leverage the bypass for economic growth, tourism development, place activation, investment attraction and community enhancement.
- Coordinate the investigation and development of business cases, funding opportunities and partnership initiatives.
- Support development of projects and activities that revitalise the CBD and surrounding precincts.

Program Facilitation

- Monitor, coordinate and track initiatives being delivered by various City teams and partners.
- Support project owners in achieving agreed outcomes.
- Identify interdependencies and assist in resolving issues that may impact delivery.
- Maintain action plans, reporting frameworks and governance processes.

Community Outcomes Focus

- Promote a community-centred approach to planning and implementation.
- Ensure community aspirations and stakeholder feedback are reflected in coordinated initiatives.
- Support activities that improve place experience, accessibility, economic vitality and community wellbeing.

Reporting and Governance

- Prepare reports, briefing papers and presentations for Executive Leadership Team, Council and stakeholder groups including Committees of Council.
- Monitor performance measures and outcomes.
- Provide regular updates on progress, challenges and opportunities.
- Support governance arrangements and decision-making processes.
- Provide strategic advice to the General Manager and Executive Leadership Team regarding emerging issues, opportunities, stakeholder expectations and risks associated with bypass transition activities.

Other

- Contribute to broader strategic advocacy and priority projects within the Office of the General Manager, including government engagement, stakeholder relations, submissions and initiatives that advance the City's adopted priorities and community outcomes.
- Undertake other tasks/duties as directed by your Leader that are within the skills, capability and training of the employee

KEY RELATIONSHIPS

Internal

- Executive Leadership Team
- Economic Development and Tourism
- Planning and Development Services
- City Infrastructure
- Tourism and Major Events
- Communications and Engagement
- Finance

External

- State and Federal Government agencies
- Local businesses and chambers of commerce
- Community groups and not-for-profit organisations
- Tourism organisations
- Investors and development proponents

OTHER POSITION REQUIREMENTS

- Based on a 35 hour week, working hours are flexible depending on the needs of consultation and coordination bodies of work. Activities will occur after standard business hours and on weekends.
- Flex time may be available in accordance with City procedures.
- Work may be required to be undertaken outside of ordinary working hours as agreed with your People Leader. Payment will be in accordance with the Award and the City's Enterprise Agreement (EA).
- Subject to operational requirements you may be required to be on-call outside of normal hours, with payment as per the Award.
- This position is delegated with certain powers, authorities, duties and functions under the City's Delegations of Authority in accordance with the Local Government Act.
- This position is located at Yarrila with the requirement to attend and/or work at other sites/locations having regard to the nature of the role.
- This position involves working indoor and/or outdoor, along with computer work. The position requires a moderate level of aerobic and physical fitness to undertake regular physical activities such as walking, lifting, pulling, pushing along with the capacity to maintain normal manual handling tasks across the work day – depending on the nature of the tasks undertaken. Appropriate WHS standards will be applied for all manual handling activity. A full functional and medical assessment is required for this position.

QUALIFICATIONS/LICENCES/EXPERIENCE

Essential

- Tertiary qualifications with a focus on Community Engagement, Communication, Marketing.
- Event Management, Arts Management, Business or Project Management.
- Demonstrated experience coordinating complex projects, programs or initiatives involving multiple stakeholders.
- Highly developed stakeholder engagement and relationship management skills.
- Demonstrated experience in delivering innovative and effective place-based strategies to enhance and support activation.
- Experience in all aspects of event promotion, management and delivery.

Desirable

- Experience in local government, economic development, placemaking, community development or strategic planning.
- Understanding of regional development and place activation principles.
- Experience working with government agencies and funding programs.
- Demonstrated experience in the writing of grant submissions and acquittal of grant funding requirements.

CAPABILITIES

- Demonstrated ability to build and maintain productive relationships with government agencies, businesses, community groups and internal stakeholders, applying a collaborative, customer-focused and inclusive approach to achieve shared outcomes.
- Proven ability to coordinate complex and interconnected initiatives, balancing multiple priorities while maintaining accountability, delivering outcomes and ensuring alignment with strategic objectives.
- Ability to influence and facilitate outcomes without direct authority.
- Highly developed communication, engagement and facilitation skills, with the ability to listen effectively, influence stakeholders, build consensus and communicate with clarity across diverse audiences.
- Demonstrated ability to identify and pursue opportunities that support economic development, place activation, community wellbeing and organisational objectives through innovative and strategic thinking.
- Proven ability to analyse information, evaluate options and apply sound judgement to identify risks, resolve issues and support informed decision-making in a complex environment.
- Demonstrated commitment to continuous improvement, embracing change and identifying practical solutions that enhance service delivery, stakeholder outcomes and organisational performance.
- Ability to build networks and work collaboratively across organisational boundaries, fostering teamwork, knowledge sharing and constructive partnerships to achieve whole-of-City outcomes.
- Demonstrated personal integrity, professionalism and resilience, taking responsibility for actions, building trust with stakeholders and contributing positively to organisational culture and values.

Position Demands Analysis Strategic Place Coordinator – Bypass Transition

EXPOSURE RATING TABLE			
No exposure	Low Exposure	Medium Exposure	High Exposure
0 hrs daily	0-2 hrs daily	2-4 hrs daily	4-8 hrs daily
0	1	2	3

PHYSICAL REQUIREMENTS					
<i>All Lifting to be undertaken using effective risk based manual handling techniques.</i>					
Sedentary work lifting 0 - 4.5kg	1	Elevating arms above shoulder height	1	Climbing to access / exit excavations	0
Light work lifting 4.5 - 9.1kg	1	Extend arms for reaching	0	Kneeling for extended periods	0
Medium work lifting 9.1 - 22.7kg	0	Sitting for extended periods	2	Crawling	0
Heavy work lifting 22.7 - 45.5kg	0	Standing for extended periods	1	Balancing	0
Repetitive Lifting	0	Walking for extended periods	0	Hearing above background noise	0
Pulling Loads > 5kg	0	Walking on uneven ground	0	Depth perception	0
Pushing loads > 5kg	0	Frequent bending / stooping	0	Colour vision	0
Lifting with trunk twisting	0	Shovelling / digging	0	Fine manipulation	0
		Throwing	0		
USE OF PERSONAL PROTECTIVE EQUIPMENT					
Safety boots / shoes	0	Dust Mask / Respirator	0	Reflective vest	0
Hard hat	0	Protective eyewear	0	Breathing Apparatus (BA)	0
Ear plugs / muffs	0	Gloves	0		
EXPOSURES					
CHEMICALS		CHEMICAL NAME/TYPE		BIOLOGICAL	
Dusts	0			Odours / Mists / Fumes	0
Liquids	0			Possible exposure to sharps	0
Herbicide spraying	0			Possible exposure to Q Fever	0
Pesticide spraying	0			Possible exposure to Tetanus	0
Gases / Vapours	0			Possible exposure to Hepatitis A, B, C	0
Working with solvents	0			Possible exposure to blood / bodily fluids	0
				Possible exposure to plant pathogens	0
PHYSICAL/PSYCHOLOGICAL					
Inside work	2	Working near machinery	0	Slippery surfaces	0
Outside work	1	Operating machinery	0	Low light areas	0
Confined spaces	0	Vibration	0	Shift work	0
Working alone	1	Working at heights	0	Use of computer for screen-based activities	2
Working with hot substances	0	High Temperatures > 38 degrees	0	Prolonged driving periods > 2hrs	0
Working with cold substances	0	Low Temperatures < 3 degrees	0	Violence / aggression from customers	0
Noisy work areas	0	Fatigue	0	Violence / aggression from animals / wildlife	0