

Position Description

POSITION TITLE:	Manager Economic Development and Tourism
DEPARTMENT:	Corporate Services
SECTION:	Economic Development and Tourism
CLASSIFICATION:	Band 3 Level 4 Grade 20
REPORTS TO:	Director Corporate Services
DATE OF LAST REVIEW:	13 June 2025

PURPOSE OF THE POSITION

The purpose of this position is to lead economic development and tourism initiatives by fostering business growth, attracting investment, managing strategic projects and contracts, and overseeing community development programs to achieve Council's strategic objectives.

SELECTION CRITERIA

Essential

1. Tertiary qualifications in business, economic development, marketing, tourism or related discipline or equivalent experience
2. Extensive experience in a Local Government or a related industry
3. Excellent interpersonal skills for negotiation, problem solving, public relations and conflict resolution
4. Highly developed and effective written and oral communication skills, with the ability to prepare and present complex issues to the Council and community
5. Demonstrated budget preparation and financial management skills
6. Experience in strategy development and policy formulation
7. Computer skills
8. Drivers licence

Desirable

9. A demonstrated record of achieving results in the facilitation of investment and business growth within local communities
10. A record of achievement in sourcing and implementing external funding for industry and/or community projects
11. Knowledge of Council operations and relevant legislation

KEY RESPONSIBILITIES

Valla Urban Growth Area

- Manage marketing aspects of the Valla Urban Growth Area (VUGA) development project

Economic Development

- Establish positive and professional relationships with local businesses
- Encourage and foster relocation of businesses to Nambucca Valley
- Identify, investigate, report and implement economic development initiatives within the Valley
- Develop and maintain market analysis on employment opportunities within the Valley
- Promote the positive economic development of the LGA, specifically related to industry, commerce and tourism by representing the area to all levels of government, business and the community
- Work collaboratively on regional projects when required
- Analyse economic trends, data and information to develop a strong, robust and diverse economy.
- Implement actions arising from Council's Economic Development and Tourism strategy.

Entrepreneurial and Business Activities

- Develop Council's entrepreneurial activities and business undertakings
- Supervise the investigation and pursuit of new projects for residential and industrial/commercial land development

Planning

- Lead the development, implementation, and monitoring of strategic plans directly relevant to this role
- Implement and review a strategic plan with regards to marketing, financial and development targets
- Ensure operating plans are implemented according to budget, timeframe and policy.
- Manage and co-ordinate the monitoring and analysis of market trends
- Maximise grant opportunities relating to the promotion of the Nambucca Valley.

Tourism

- Manage Council's tourism function, including the Tourism Coordinator and Visitor Information Centre.
- Ensure grant opportunities for tourism infrastructure and marketing are circulated to the industry.
- Leverage the activities of Destination NSW in marketing, infrastructure and product development, media familiarisations and online activities.
- Liaise with Destination NSW during the implementation of relevant regional plans.

Community Development

- Manage the delivery of the Community Development programs across Council
- Develop and maintain effective communication and collaboration with Communities and relevant Stakeholders for the successful delivery of programs.
- Work collaboratively with all areas of Council.
- Manage Council's Community Development Officer
- Ensure that all program reports and associated funding reports are completed to a high order and submitted in a timely manner.
- Manage the overall program expenditure of the Community Development programs in accordance with Council policies and contractual requirements.
- Drive the operational and strategic planning for Community Development including the identification and development of new initiatives and funding opportunities in collaboration with the Director Corporate Services.

Communication

- Prepare submissions for funding/assistance for identified projects and access other sources of funds needed to implement the Council's corporate/strategic plan.
- Organise the design, implementation and analysis of research surveys to determine the needs of local consumers and the local business people.
- Maintain close contact with local businesses and identify and support business development opportunities for them.
- Provide advice and industry information as requested and appropriate to operators, businesses and local government representatives.
- Engage and build strategic networks and partnerships with key stakeholders internally and throughout the industry to drive collaboration.
- Attend and participate in Council Meetings as required.
- Attend meetings and forums relative to community projects as required.

OTHER KEY CORPORATE RESPONSIBILITIES

Work Health and Safety	- Follow safe practices/procedures to perform your duties in a manner, so as not to put yourself or others at risk of harm - Participate in development of safe work methods and risk assessments with your supervisor when required; - Actively participate in WHS inductions and training when required; - Wear personal protective equipment (PPE) in the prescribed manner and when specified; - Participate in workplace inspections if required; - Take care of any plant or equipment of any kind, including computer and other telecommunication devices; - Participate in emergency preparedness training, including any required knowledge for business continuity plans - Report all hazards, near misses and damage to Nambucca Valley Council's property to the General Manager (or delegate). - Where required for the position, either by legislation or through Nambucca Valley Council's policies and procedures, maintain all certificates, licences, operative training etc, and advise the General Manager (or delegate) of any change to these, including vehicle licences. - Report all injuries/illnesses to the General Manager (or delegate) immediately; - If injured at work, actively cooperate and participate to comply with obligations imposed under injury management and return-to-work plans where applicable. - Report any potential public liability and professional indemnity exposures in your workplace to the General Manager (or delegate).
Council's Policies and Procedures	Comply with all Council policies and procedures which are relevant to the position. Identify where these are out-of-date and where improvement is needed
Customer Service	Promote a professional and positive image of Council. Take a pro-active approach to providing excellent customer service – to both internal and external customers.
Equal Employment Opportunity	Comply with the requirements of the Anti-Discrimination legislation and Council's policies and procedures relating to EEO and Anti-Discrimination. Take appropriate action to ensure a harassment-free workplace.
Ethical Conduct	Comply with the requirements of Council's Code of Conduct. Take appropriate action to ensure a workplace free from corruption, maladministration and serious and substantial waste.
Environmental Protection	Comply with the requirements of legislation and Council's policies and procedures relating to environmental protection. Take appropriate action to ensure the protection of the environment.
Statutory Obligations	Ensure that all statutory obligations are met in an appropriate and timely manner and are applied fairly and impartially.
Records Management	Ensure that all corporate records are fully and accurately captured and maintained, to comply with legislative requirements and business needs.
Teamwork	Support and promote teamwork through co-operation and communication.
Fraud Prevention	Promote awareness of fraud and corruption prevention. Ensure all staff complete fraud training appropriate to their responsibilities, discuss developments and reinforce policy at team meetings.

OUTPUT MEASURES

- Effectiveness of economic development initiatives
- Development of employment opportunities
- Success of tourism promotion/development including the Visitor Information Centre
- Success of community development programs in the Local Government Area
- Relationship with local businesses
- Standard of feedback from business operators and departmental representatives
- Sourcing external funding for tourism

COUNCIL VALUES

Council is committed to creating a workplace where staff demonstrate the following values in our behaviour and conduct:

Professionalism	Show drive and motivation, innovation, risk awareness, an awareness of strengths and weaknesses and a commitment to learning
Accountability	Take responsibility for own actions, act in line with legislation and policy and be open and honest
Community Focus	Commit to delivering customer and community focused services in line with strategic objectives
Teamwork	Be a respectful, inclusive and reliable team member, collaborate with others and value diversity
Safety	Strive towards a safety focused workplace culture to ensure the wellbeing of staff, their families and the community
Value for money	Achieve results through efficient use of resources and a commitment to quality outcomes
Leadership	Engage and motivate staff, develop capability and potential in others and champion positive change

ACCEPTANCE

I, _____ confirm I have read and understood the Position Description. As the incumbent of this position, I agree to work in accordance with the requirements of the position and will abide by Nambucca Valley Council's policies and procedures.

I understand this Position Description is designed to guide the responsibilities and activities to be undertaken in this position and is not intended to be an exhaustive list. I acknowledge that the organisation, in response to changing priorities, may vary tasks and responsibilities from time to time.

Signature:

Date: