



City of
Norwood
Payneham
& St Peters

COORDINATOR, PLACE ACTIVATION & ECONOMY

POSITION & PERSON DESCRIPTION

July 2024

POSITION DETAILS

DEPARTMENT:	Chief Executive's Office
UNIT:	Marketing & Place Activation
SECTION:	Place Management & Economy
ORGANISATIONAL RELATIONSHIP:	<p>Reports to the Manager, Marketing & Place Activation.</p> <p>The Position works in collaboration with Events Staff, Graphic Design and Creative Digital Design Staff.</p>
DIRECT REPORTS:	Nil.
AWARD:	<i>South Australian Municipal Salaried Officers Award and the City of Norwood Payneham & St Peters' Municipal Officers Enterprise Agreement.</i>
CLASSIFICATION:	General Officer, Level 6 to 7, depending on skills, qualifications and experience.
SPECIAL CONDITIONS:	Attendance at Council and Committee Meetings and events is expected.

POSITION OVERVIEW

The Marketing & Place Management Unit is responsible for the operational delivery of events, marketing, digital media, graphic design, website, place management and the delivery of economic development initiatives and programs and delivery of the Council's Economic Development Strategy.

The Coordinator, Place Activation & Economy reports to the Manager, Marketing & Place Management and works collaboratively with other staff within the Unit, to deliver a place-based approach to ensuring the delivery of business, cultural, economic and environmental components of mainstreets, centres and precincts within the City.

Critical to this role is establishing working relationships with property and business owners within the City's business sector, as well as with other Units across the organisation, to initiate and deliver a range of place making activities that are creative, innovative, culturally enriching and which support the City's economy and build on the City's economic base.

POSITION OBJECTIVES

- Establish and maintain strong working relationships with property and business owners / operators within the City's business sector and mainstreets.
- Identify, coordinate and deliver place-based improvements and activities that enhance the City's mainstreets and business precincts.
- Enhance and encourage economic development opportunities and activities that meet the Council's objectives and deliver on the Council's Economic Development Strategy.
- Provide direction and specialist advice and support on place making activities and place management.
- Support the implementation of the Council's place making and Economic Development Strategy.

KEY RESPONSIBILITIES

1. PLACE ACTIVATION

- Develop and implement new economic and retail initiatives which build distinct and unique places that encourage people to visit the City and build upon the City's strong 'sense of place'.
- Identify and investigate current and future trends and opportunities, including the opportunity for events, marketing and promotion.
- Work with the property and business owners in the City's mainstreets (i.e. The Parade, Magill Road, Payneham Road) to develop strong working relationships, develop plans and place activation initiatives which create vibrant places and spaces
- Coordinate the development of place-based plans to create vibrant places for people to live, work and visit and in turn achieve the Council's economic development objectives.
- Monitor and report on the outcomes of place activation strategies and recommend areas / opportunities for improvement.

Performance Indicators

- Strategies and initiatives are implemented in accordance with approved timeframes and objectives.
- Documented increase in the number of people visiting business precincts, mainstreets and associated events.

2. MARKETING & PROMOTION

- Coordinate the preparation and delivery of marketing strategies and initiatives to increase awareness of the City and promote the City's mainstreets and business sector generally.
- Monitor and report on the outcomes of strategies, initiatives and programs to drive continuous improvement.

Performance Indicators

- Strategies and initiatives are targeted, effective and evaluated and reported on a regular basis.

3. BUSINESS SECTOR ENGAGEMENT & COMMUNICATION

- Establish and maintain effective working relationships with Government agencies, existing and potential commercial property owners, business owners and operators.
- Represent the Council and develop effective relationships and rapport between the Council, commercial property owners, business owners and operators.
- Develop and facilitate networking opportunities, forms and communication between the Council, commercial property owners, business owners and operators.
- Oversee the establishment and ongoing maintenance of a database of all business within the City.

Performance Indicators

- Databases are accurate and updated in a timely manner.
- Stakeholders are provided with opportunities to work collaboratively with the council.
- Promotional and general information is relevant, engaging, timely, accurate and of high quality.
- Year-on-year increase in positive feedback from traders, business owners and operators.

4. ECONOMIC & BUSINESS DEVELOPMENT

- Facilitate, develop and deliver activities and initiatives to encourage investment into the City.
- Facilitate investment attraction and business development as identified in the Council's Economic Development Strategy.
- Coordinate the development of the Norwood Parade Precinct Committee Annual Business Plan and coordinate its delivery.
- Identify funding and partnership opportunities.
- Identify and provide advice on emerging trends and current issues associated with economic development.
- Contribute to the development of the Council's Economic Development Strategy and other economic related strategic plans.

Performance Indicators

- Timely delivery of the actions set out in the Council's Economic Development Strategy.
- Development and delivery of initiatives.

SELECTION CRITERIA

ESSENTIAL CRITERIA

- National Criminal Record (Police) Clearance with no adverse findings
- *Department of Human Services (DHS) Working With Children Clearance.*
- Be fit to undertake the inherent job requirements and the physical demands of the position and remain so during employment in accordance with reasonable work, health and safety expectations, and relevant policies and procedures.
- Knowledge of marketing, place management, public relations and stakeholder management.
- Knowledge of the challenges facing the business sector, emerging trends and opportunities.
- Strong project management skills with the ability to deliver projects on time and within budget.
- Proficiency in the use of technology, including MS Word, Excel, Power Point, email, spreadsheets and databases, visual and presentation programs.
- High level of self motivation, initiative and passion for business development, mainstreets and creating vibrant local economies.
- Able to network and maintain positive working relationships.
- Proven ability to think strategically, analyse complex situations, develop creative solutions and achieve agreed outcomes.
- Highly developed verbal and written communication skills, including experience in writing reports.
- Highly developed negotiation, facilitation, research and analytical skills.
- Experience in business, developing business relationships, retail, marketing or related fields with a record of achieving positive outcomes.

DESIRABLE CRITERIA

- Well developed interpersonal skills and a demonstrated track record of forging and maintaining positive business relationships with a range of business owners and managers, organisations and individuals.
- Excellent time management skills and event management skills, with the proven ability to multi-task, meet deadlines and organise work.
- Demonstrated experience in strategic thinking and making logical decisions.
- Demonstrated ability and experience in the management of projects that deliver robust economic outcomes.
- Demonstrated experience in the preparation of reports, information and delivery of presentations.
- Experience in leading and coordinating multi-skilled project teams.
- Able to maintain confidentiality and act with discretion.
- Able to propose and progress new ideas and initiatives and act with a 'sense of urgency', when required.
- Tertiary qualifications or experience in business management, urban planning, commerce, economics, marketing or a similar field.

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JOB REQUIREMENTS

- Completion of training & attainment of skills applicable to Award Classification.
- Attend training courses and relevant staff development courses and maintain competency levels.
- Complete duties as requested by a more senior officer than yourself.
- Complete duties within the timeframes allocated.

WORK HEALTH & SAFETY RESPONSIBILITIES

- In accordance with *Section 28 of the Work Health and Safety (WHS) Act 2012*, while at work you must:
 - take reasonable care of your own health and safety; and
 - take reasonable care that your acts or omissions do not adversely affect the health and safety of other persons; and
 - comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the Council; and
 - cooperate with any reasonable policy or procedure of the Council.
- As part of the Council's safety management system, all workers are required to:
 - report any hazards, near misses, incidents, accidents, injury or ill-health which arise in the course of, or as a result of, their work;
 - correctly use, and maintain, any clothing and equipment provided for the purposes of WHS;
 - maintain their workplace in a tidy and safe condition;
 - ensure that their safety, and that of others, is not affected by the consumption of alcohol or other drugs;
 - not interfere with, remove or displace any safety devices, guards or protective equipment unless it is part of an approved maintenance or repair procedure; and
 - actively participate in consultation and consideration of all WHS issues that are pertinent to their workplace.
- Work Health & Safety (WHS) Competencies and training requirements include:
 - Sun Smart UVR (induction)
 - Hazardous Chemicals Awareness (induction)
 - Drugs & Alcohol Awareness (induction)
 - Environmental Hazards General Awareness (induction)
 - Hazardous Manual Tasks Awareness (induction)
 - Fatigue Awareness (annual)

ORGANISATIONAL VALUES

At the City of Norwood Payneham & St Peters, all staff are committed to improving the quality of services which are provided to the community. In order to ensure that we achieve this, we have embraced the *Business Excellence Framework* as a mechanism for implementing continuous improvement and as part of this we have adopted a set of Organisational Values and Community Well-Being Model.

The Organisational Values (which are summarised below) form an integral part of the Position & Person Description.

The Organisational Values are a shared set of values to assist in guiding staff behaviour in terms of how we interact with each other and the Elected Members, as well as how we treat people in our community as part of our day-to-day operations and service delivery.



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AGREEMENT

This Position & Person Description accurately reflects and describes the responsibilities, accountabilities, duties and skills required and the expected outputs and outcomes for the position of Coordinator, Place Activation & Economy.

APPROVED BY:

READ & AGREED TO BY:

Mario Barone PSM
CHIEF EXECUTIVE OFFICER

Insert Name of Incumbent.
COORDINATOR, PLACE ACTIVATION & ECONOMY

Date

Date

Position & Person Descriptions form an important part of an integrated planning process to ensure that individual performance, and the required outputs and outcomes of each position within the organisation, align with the strategic and corporate directions of the Council as set out in the *CityPlan 2030: Shaping Our Future*. The *Organisational Values* are an integral component of the organisational culture and all staff are expected to perform their duties within the framework of the *Organisational Values*.