



## BUSINESS LIAISON COORDINATOR POSITION DESCRIPTION

<b>Department:</b>	Chief Executive's Office
<b>Unit:</b>	Place Activation & Economy
<b>Section:</b>	Marketing & Place Activation
<b>Reports To:</b>	Manager, Marketing & Place Activation The Position is also expected to work in collaboration with other staff across the organisation.
<b>Direct Reports:</b>	Nil.
<b>Classification:</b>	South Australian Municipal Salaried Officers Award and the City of Norwood Payneham & St Peters' Municipal Officers Enterprise Agreement General Officer, Level 5
<b>Special Conditions:</b>	Some out of hours work and attendance at Committee meetings, forums, workshops and other events is required.

### PURPOSE

The position of Business Liaison Coordinator contains components of place activation, marketing, networking and administration support.

The role entails:

- Working with the City's business sector to investigate and identify opportunities for place activation within the City;
- Development and implementation of marketing and promotional initiatives;
- Identifying opportunities to elevate the profile of the City's business sectors; and
- Local business support and relationship building.

### KEY RESPONSIBILITIES

Business Sector and Precinct Development and Promotion

- Act as the primary point of contact for local businesses, building and maintaining strong, positive relationships.
- Engage regularly with businesses to understand their needs, challenges, and opportunities for growth.
- Identify opportunities to promote local businesses through marketing campaigns, activations, and partnerships.
- Engage regularly with businesses to encourage cooperative involvement/participation in promotional campaigns, retail marketing and events.
- Identify funding opportunities from Governments, State and Federal and prepare grant submissions for funding as required.
- Support businesses during key periods or disruptions (e.g. major events, infrastructure works), ensuring clear communication and minimising impact.
- Maintain accurate records of business interactions, enquiries, and outcomes.
- Assist in the planning and implementation of economic development strategies and projects.

Communication between and among the Council and the business community.

- Develop strong communication links and networking between the business sector and local businesses within precincts and the wider business sector.
- Prepare reports for the Business & Economic Development Advisory Committee and the Council as required.

Place Activation

- Investigate current and future trends in place making and identify opportunities for local businesses.
- Drive new economic, retail and placemaking strategies within the business precincts, which build distinct and unique places that encourage people to visit and build on the City's strong "sense of place".

Networking Events and Forum Management

- Engage guest speakers, set up and host business networking events and forums and business workshops.

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### SELECTION CRITERIA

#### ESSENTIAL CRITERIA

#### QUALIFICATIONS AND/OR EXPERIENCE

- Tertiary qualifications in business, marketing, communication or similar field.
- Experience in marketing/events, public relations/communications, business or affiliated field.

#### KNOWLEDGE

- Knowledge of marketing and public relations processes and strategies.
- Knowledge of administration and database systems.
- Knowledge of Local Government processes and requirements.
- Knowledge of the local business and economic environment.

#### SKILLS

- Strong communication skills (oral and written), including report writing.
- Well-developed negotiation, facilitation, and stakeholder engagement skills.
- Proven ability to build and maintain positive relationships with diverse stakeholders.
- Effective time, project, and event management skills.
- Strong research, analytical, and strategic thinking abilities.
- Ability to manage multiple priorities, meet deadlines, and work autonomously.
- Proficiency in Microsoft Office, databases, and digital platforms including social media.

#### EXPERIENCE

- Experience in business, business relationship development, retail, marketing or related field with a record of achieving positive outcomes.
- Experience working with retail businesses, commercial businesses and customers.

#### PERSONAL ATTRIBUTES

- Highly developed interpersonal skills.
- Ability to network and maintain dynamic relationships.
- High level of self-motivation and initiative.
- Professional business standards.

### JOB REQUIREMENTS

- National Criminal Record (Police) Clearance with no adverse findings.
- 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.
- Complete training & attainment of skills applicable to the Award Classification.
- Attend training courses and relevant staff development courses and maintain competency levels.
- Adhere to Council policies, procedures, guidelines and standards.
- Complete other duties as required.

### WORK HEALTH & SAFETY (WHS) RESPONSIBILITIES

- All Workers
- Prioritise safety in the workplace.
  - Take reasonable care of your own health and safety, as well as others', in line with Section 28 of the Work Health & Safety Act 2012.
  - Comply with legislation, policies, procedures and participate in WHS training.
  - Proactively identify and report hazards, incidents, injuries and property damage, using appropriate reporting systems.
  - Use tools and equipment correctly to protect the health and safety of yourself and others.
  - Ensure you are medically and physically fit to undertake the requirements of your position.
  - Follow reasonable safety instructions.
  - Not attend work while under the influence of alcohol, drugs or any substance that may impair your ability to work safely.

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## WHO WE ARE



## AGREEMENT

By accepting this position, you acknowledge and agree to the following:

- I have read and understood the requirements and expectations of this position description and I confirm that I have the ability to fulfil the inherent position requirements;
- I accept that this position description is descriptive of the type of duties that I will undertake during my employment and is not intended to be all-inclusive;
- I accept that the organisation may require me to carry out any duties that are within the level of skills and competence expected of my classification level;
- I understand that the City of Norwood Payneham & St Peters may amend the position responsibilities to meet business and operational requirements as positions develop over time; and
- I accept my role in fulfilling the Council's Values and Strategic Goals.

**APPROVED BY:**

**READ & AGREED TO BY:**

\_\_\_\_\_  
Mario Barone PSM  
**CHIEF EXECUTIVE OFFICER**  
Date \_\_\_\_\_

\_\_\_\_\_  
**Insert Name of Incumbent.**  
**BUSINESS LIAISON COORDINATOR**  
Date \_\_\_\_\_