

POSITION DESCRIPTION

Economic Development Officer

Position number	TRO4	
Directorate	Community Strengthening	
Service unit	Arts and Economic Development	
Classification	Band 5 (Moorabool Shire Council Enterprise Agreement No 10, 2023)	
Organisational relationships	Reports to	Senior Economic Development Officer
	Directly supervises	N/A
	Internal relationships	General Manager Community Strengthening, Manager Community Place and Prosperity, Coordinator Arts and Economic Development and other Council staff
	External relationships	Government departments, residents, event organisers and volunteers
Probation period	6 months (applies to all new employees)	
Approved by (position title)	General Manager Community Strengthening	
Date	August 2025	
Position purpose	<p>The purpose of this role is to deliver on the following objectives:</p> <ul style="list-style-type: none"> • Implement and report on relevant actions from the Economic Development and Visitor Economy Strategies, and other key strategic Council documents. • Assist in the development and implementation of strategic initiatives and projects that contribute to local economic development. • Encourage and facilitate business activity within town centres. • Develop initiatives to market and promote Council's event and visitor offerings. 	

Key responsibilities and duties

General

- Provide administration support to the Economic Development team.
- Complete approval process for event and film applications.
- Implement tourism and business grants funding and programs.
- Undertake tourism and retail business development initiatives.
- Support the activities of the Bacchus Marsh Visitor Information Centre (or similar facility).
- Deliver business training workshops.
- Investigate options for brand development for Moorabool Shire.
- Oversee the development and maintenance of Council's tourism and economic development promotional tools including the website, social media and signage.

Child Safe Standards

Council is committed to creating a child safe and child friendly environment where children and young people are respected, valued, and encouraged to reach their full potential.

Moorabool Shire Council's policies and procedures support the requirements under the Child Wellbeing and Safety Act 2005. Council will ensure that the Child Safe Standards are understood and embedded across Council services and programs, and the safety of children is promoted, and allegations of child abuse are properly and promptly responded to.

Disability Access and Inclusion

Council is committed to its Disability Access and Inclusion Plan. We will demonstrate leadership to the local community as we support local employment opportunities for people with a disability and will provide reasonable adjustments within the workplace to support new and existing staff.

General and Organisational responsibilities

- Comply with Council policies and procedures.
- Promote excellence in customer service and in conjunction with your Manager or people leader, identify, review, and implement strategies to improve service quality and efficiency.
- Participate as directed in training and education to maintain compliance and an up to date knowledge.
- Contribute to emergency management planning and activities as they arise as well as undertake relevant training. During an emergency an employee may be required to complete alternative work.
- Work in ways that promote the health and safety of all employees.
- Immediately report all incidents and/or near misses through Council's Incident Management System (CAMMS).
- Contribute to an organisation that is free of Sexual Harassment.
- Role model a work environment free of discrimination, harassment, bullying, victimisation, or vilification.
- Work in ways that support taking positive action towards achieving gender equality in the workplace and working towards delivering agreed commitments under our Gender Equality Action Plan.
- Contribute to prevention of fraud and corruption by being fair and accountable through enhanced transparency by disclosure of gifts; declaring conflicts of interests; prevention of unauthorised access and disclosure of information and appropriate pre-employment checks of staff.
- Staff who fail to disclose any pre-existing injuries, illnesses or diseases or the making of a false or misleading disclosure, will disentitle compensation under the Workplace Injury Rehabilitation and Compensation Act 2013 (WIRC) for the staff member and their dependents should they suffer any recurrence, aggravation,

acceleration, exacerbation or deterioration of the pre-existing injury or disease arising out of or in the course of or due to the nature of employment with Moorabool Shire Council.

- Understand and apply organisational risk management principles to your daily work.
- Other tasks and duties the employee has the skill, knowledge, and physical capability to complete as requested by the supervisor.

This position description is intended to describe the general nature and level of work that is to be performed by the person appointed to the role. It is not intended to be an exhaustive list of all responsibilities, duties and skills required.

Moorabool capabilities

The Moorabool Capabilities define the core skills and abilities required of all positions at Moorabool to achieve our Council vision and objectives, develop a competent and high performing workforce, and deliver excellent outcomes for our community.

The Moorabool Capabilities are applicable to each employee and their role, recognising that how frequently each capability is used may vary from position to position.

Always	Rely on this capability for effective delivery of position duties and objectives	60% of the time or more
Often	Used often but not as consistently to achieve position duties	30% - 60% of time
Occasionally	Occasional use only, not as regularly for the achievement of position duties	30% or less of the time

Self-Management	Demonstrates personal growth and resilience, supporting a positive emotional climate	<ul style="list-style-type: none"> •Personal impact •Emotional intelligence •Growth & Resilience •Integrity 	Always (all roles)
Communication	Engages others, forming strong relationships, communicating with clarity, vision, purpose and impact	<ul style="list-style-type: none"> •Effective & Audience Specific •Relationship Management •Negotiation •Influence 	/Always
Action & Achievement	Drives outcomes with purpose, ambition, accountability, and action	<ul style="list-style-type: none"> •Accountability •Decision making •Planning & Prioritisation •Time Management 	Always
Community & Inclusion	Collaborates across Council, open and accepting of differences, creating community value	<ul style="list-style-type: none"> •Collaboration •Diversity & Inclusion •Customers & Community Engagement 	Always
Innovation & Change	Engaged and supportive of change, with the courage to persevere through uncertainty	<ul style="list-style-type: none"> •Continuous Improvement •Manage ambiguity •Change Management 	Always

Business Performance	Delivers outcomes with commercial and organisational nous	<ul style="list-style-type: none"> •Financial Management •Risk Management •Data & Analytical Literacy •Technology 	Always
Strategic Mindset	Sees ahead to future possibilities and thinks through challenges and obstacles to achieve outcomes	<ul style="list-style-type: none"> •Political Nous •Critical Thinking •Problem Solving •Direction & Purpose 	Always
Leadership	People orientated, embracing individual motivations and talents, developing team outcomes through demonstrated behaviours	<ul style="list-style-type: none"> •Humanistic •Future focused •Coaching & Development •Inspirational 	Always

Classification definitions

Accountability and extent of authority	<p><i>The staff member is accountable to the Senior Economic Development Officer for:</i></p> <ul style="list-style-type: none"> • Completing all agreed key responsibility areas and performance criteria for the position. • The efficient and effective completion of all projects. • Effective completion of follow up activities with Managers.
Judgement and decision making	<ul style="list-style-type: none"> • Using initiative appropriately in handling business or projects on behalf of the Directorate. • Ability to solve problems based on professional experience or knowledge. • Providing accurate advice and make informed decisions based on up to date knowledge and information. • Working at all times within the limits of delegated authority and available resources. • Applying appropriate procedures to tasks undertaken.
Specialist skills and knowledge	<ul style="list-style-type: none"> • Understanding of the tourism and event industry. • Knowledge of economic development processes. • Experience working with volunteers. • Strong administration skills. • Ability to work on a multiple number of projects at any given time. • Knowledge of the operations of Council and the ability to operate Council based systems including various computer software packages. • Ability to maintain websites and social media platforms including Facebook and Twitter.

	<ul style="list-style-type: none"> • Able to process complaints and disputes, including the ability to seek appropriate assistance from the Senior Economic Development Officer.
Management skills	<ul style="list-style-type: none"> • Excellent time management and organisation skills. • Ability to coordinate appropriate project stages and research as required. • Excellent written and oral communication and customer relation skills. • Ability to set own priorities and to complete in a timely and professional manner. • Ability to work unsupervised on varied tasks and projects. • Ability to manage competing tasks.
Interpersonal skills	<ul style="list-style-type: none"> • Ability to deal with all ranges of contacts in a diplomatic and courteous manner. • Ability to communicate effectively with the public and other staff. • Ability to work as part of a small team, and independently as required. • Good oral and written communications skills.

Qualifications, skills and experience

Qualifications

- Appropriate tertiary qualifications in Economics, Business, Tourism, Marketing and/or Public Relations or demonstrated relevant experience in related fields of at least three years.

Skills and experience

- Demonstrated experience in facilitating tourism, event or retail business development initiatives.
- Demonstrated ability to work independently, undertake several projects simultaneously and meet deadlines.
- Capacity to work successfully with a wide range of stakeholders including event organisers, business owners and people of different cultural backgrounds.
- High level of interpersonal skills incorporating verbal and written communication.
- Successfully demonstrate experience in managing multi-media digital platforms for marketing and promotion.

Licences and registrations

- A current Victorian Driver's Licence
- Working with Children and Police Check

Physical and psychological requirements

Condition/Activity	Constant	Frequent	Occasional	N/A
Manual handling weights - above 10 kg			✓	

Manual handling – above 5 kg below 10 kg			✓	
Working with arms above head			✓	
Manual handling – lifting above shoulder			✓	
Repetitive bending/twisting			✓	
Using vibrating / powered hand tools			✓	
Close inspection work			✓	
Working in dusty / slippery / wet conditions			✓	
Wearing safety shoes/boots (steel cap)				✓
Wearing hearing / eye protection				✓
Using chemicals				✓
Repetitive hand washing / cleaning				✓
Working at heights			✓	
Working in confined spaces			✓	
Working in heat (over 35 C)			✓	
Working in cold (under 5 C)			✓	
Driving vehicles			✓	
Operating plant				✓
Using a keyboard	✓			
Writing by hand	✓			
Transcribing from hard copy		✓		
Audio transcription		✓		
Handling difficult customers onsite	✓			
Handling difficult customers offsite		✓		
Making decisions that impact on other employees (disciplinary / restructure / investigation)				✓
Other _____	✓			

Employee acceptance

I understand and accept the contents of this position description and acknowledge that I will act in the best interest of Council in carrying out my role and I will comply with the staff code of conduct at all times.

Employee Acceptance: <i>(name and signature)</i>	
Date:	

PLEASE NOTE:

Personal, Health and gender Information collected by Council is used for recruitment purposes and, if the applicant is successful, will be used for HR purposes. Council may disclose this information to other organisations if required by law. The applicant understands that the personal and health information provided is for the above-mentioned purpose and that he or she may apply to Council for access to and/or amendment of the information. Information relating to unsuccessful applicants may be destroyed by Council six months after being received. Requests for access or correction should be made to Council's Privacy Officer.