



POSITION DESCRIPTION

Title:	Community, Tourism and Economic Development Officer	Position no:	GOV3
Level:	Level 5	Agreement/Award:	LGIA 2020
Responsible to:	Chief Executive Officer	Date effective:	04Oct2022

1. KEY DUTIES / RESPONSIBILITIES OF POSITION

- 1.1 To promote, develop and undertake programs, activities and services in the Shire of Boyup Brook that reflect the needs of the local community as supported by the Council.
- 1.2 Manage the grant process including identifying available grants and funding opportunities, research and analysis, risk assessments, budget process, preparing quality submissions, completing the agreement, compliance, monitoring and acquittal process.
- 1.3 Facilitate and encourage the achievement of activities identified in funding agreements entered into by the Council. Participate in financial, budgeting and acquittal processes as required.
- 1.4 Oversee the development and implementation of effective and opportune internal and external communications to uphold and enhance the positive corporate image of the Shire of Boyup Brook
- 1.5 Provide marketing expertise to the Shire webpage and social media communications to ensure relevant up-to-date information is available to ratepayers and the general public.
- 1.6 Provide assistance and advice to staff in the development of content and design for Council's corporate advertising for print, online and radio media platforms, including through creating and editing content.
- 1.7 Lead the engagement between the Shire, industry, and community to increase awareness of shared economic opportunities, facilitate collaboration and participation and promote celebration of achievements within the Boyup Brook Shire.
- 1.8 Develop and implement both proactive and reactive strategic communications plans to enhance positioning of the Shire with relevant community, industry, media, government, and political stakeholders.
- 1.9 Develop and maintain necessary channels of communication and networks to facilitate the implementation of community and economic development functions.

- 1.10 Co-ordinate and deliver selected projects and activities where a social or economic development benefit is deemed to exist.
- 1.11 Help to raise community awareness about the availability of resources and support local groups and clubs to develop sustainable initiatives.
- 1.12 Provide support and assist community organisations with the submission of grant applications where a general community benefit is determined.
- 1.13 Ensure accurate and timely responses to internal and external enquiries.
- 1.14 Provide recommendations, prepare and submit briefing notes and reports for Council and attend briefing and Council committee meetings as required.
- 1.15 Develop corporate documentation including templates, forms, business cases, guidelines, project plans, workflow procedures, surveys and communication strategies.
- 1.16 Manage Shire leases including four community housing units.
- 1.17 Develop Shire contracts, funding agreements and MOU's in consultation with the relevant stakeholders.
- 1.18 Work within the bounds of legislative and policy framework of the Local Government.
- 1.19 Work towards achieving the aims and objectives of the Shire of Boyup Brook strategic and corporate plans.

2. REQUIREMENTS OF THE POSITION

2.1 Leadership/Management

- 2.1.1 Demonstrated advanced ability to plan and organize workloads to efficiently meet specific and set objectives and deadlines.
- 2.1.2 Experience in managing and training staff in communications-related processes and procedures.
- 2.1.3 Proven ability to work with effectively with internal stakeholders to contribute meaningfully to communications outcomes across the Shire.

2.2 Interpersonal

- 2.2.1 Exceptional written and verbal communication skills.
- 2.2.2 Ability to share ideas, concepts, and information clearly and persuasively in a range of situations, including high pressure environments.
- 2.2.3 Lead others in customer service operations.
- 2.2.4 Ability to analyze and adapt work approach to changing situations, including ability to negotiate with a diverse range of people.
- 2.2.5 Experience building and maintaining effective working relationships with both internal and external stakeholders. staff, management and external customers.
- 2.2.6 Able to develop strategic reports and external correspondence.
- 2.2.7 Able to maintain confidentiality and protect privacy.
- 2.2.8 Able to work to and demonstrate the Shire's values and assist others to so the same.

2.3 Specialist

- 2.3.1 Secondary education and/or Degree/Diploma with experience in communications, media and stakeholder engagement or other relevant discipline.
- 2.3.2 Relevant experience working in the fields outlined above.
- 2.3.3 Demonstrated understanding and working knowledge of social media and other digital platforms.
- 2.3.4 Advanced skills and knowledge of Microsoft Office and Adobe software as well as skills and experience in the use of design applications and photo editing programs.
- 2.3.5 Knowledge of current and emerging online communication technologies.
- 2.3.6 Photographic skills and experience are desirable.
- 2.3.7 Western Australian Drivers License.

3 ALL WORKERS

Workers have a responsibility to:

- 3.1 Take reasonable care to ensure personal safety and health at work and that of other persons in the workplace; observe all safe working practices as directed by the supervisor and use personal protective equipment as provided.
- 3.2 Participate in the development of a safe and healthy workplace.
- 3.3 Comply with instructions given for their own safety and health and that of others, in adhering to safe work procedures.
- 3.4 Co-operate with management in its fulfilment of its legislative obligations.
- 3.5 Take reasonable care to ensure their own safety and that of others, and to abide by their duty of care provided for in the legislation.
- 3.6 To report any injury, hazard or illness immediately, where practical to their supervisor.
- 3.7 Not place others at risk by any act or omission.
- 3.8 Not wilfully or recklessly interfere with safety equipment.
- 3.9 Other duties as requested by the CEO and Deputy CEO.

4. ORGANISATIONAL RELATIONSHIPS

- 4.1 Primarily Responsible to the CEO.
- 4.2 Internal and External Liaison
 - INTERNAL
 - Chief Executive Officer
 - Deputy Chief Executive Officer
 - Finance Manager
 - Project Officer
 - Manager of Works and Services
 - Garden and Building Coordinator
 - EXTERNAL
 - General Public
 - Government Departments

5. EXTENT OF AUTHORITY

- 5.1 Works under limited direct supervision, and work outcomes are monitored by the CEO.
- 5.2 Freedom to act is limited by developed procedures/ standards, and those that are developing.

6. KEY PERFORMANCE INDICATORS

At least once in each calendar year the position supervisor will conduct an evaluation of the officer's performance. The annual review will include an assessment of achievement against position objectives, within the context of the Shire's strategic planning.

7. OTHER RELEVANT INFORMATION

This Position Description is a guide only and is not intended to be an exhaustive or exclusive list of the duties attached to this position. The Position Description is subject to review and modification by the CEO, in response to the strategic direction of the Shire, and the development of the skills and knowledge of the position.

8. GENERAL TERMS OF APPOINTMENT

- 8.1 All employees are bound by the requirements of the Local Government Act 1995 to act with integrity, and in a way that shows a proper concern for the public interest.
- 8.2 Council's values for serving the community are: quality of service; continuous improvement; people concern; and teamwork.
- 8.3 The values which govern the conduct of management and employees are: loyalty; respect and trust; corporate teamwork; excellence and best practice; open, fair, accountable and efficient work practices; and staff development.
- 8.4 Normal working hours are 64 hours per fortnight, sometimes requiring attendance at special community events which may fall on public holidays.

9. CERTIFICATION

As Chief Executive Officer (CEO), I confirm that the details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

As position occupant, I have noted the statement of duties, responsibilities and other requirements as detailed in this document.

Occupant	
Date	
Chief Executive Officer	
Date	