

Position Description

Position Title:	City Economy Program Manager
Grade:	L
Department:	Economy and Marketing
Date:	September 2024

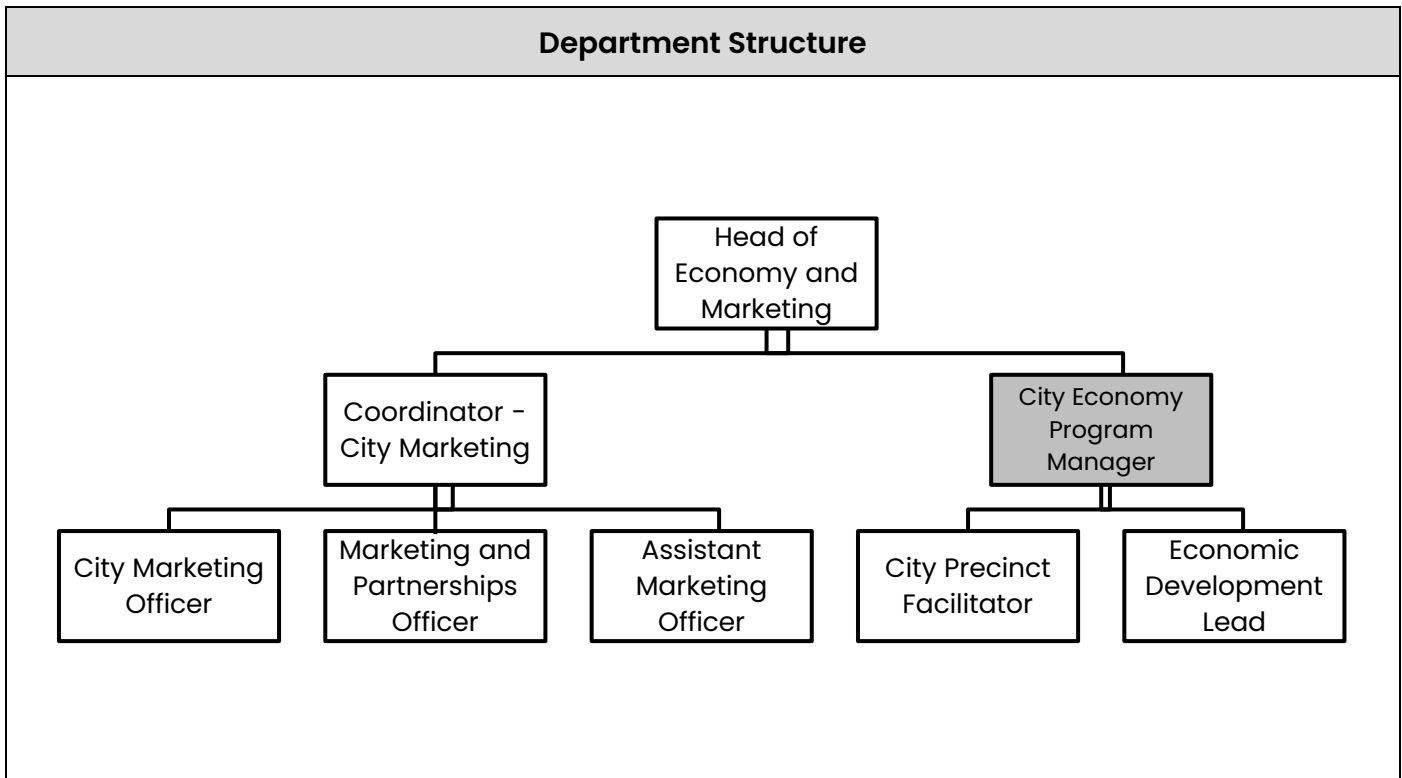
Position Purpose

Coordinate the development, implementation and reporting of economic development initiatives. This role leads Council’s economic development and Investment attraction activities.

The role leads relevant policy and program development and delivery to support economic growth in Penrith and develops processes for proactive engagement with developers, operators and landowners.

The focus of this work is through the lens of the Penrith Economic Development Strategy 2031 (EDS), and the Program Manager facilitates delivery, reporting and review of the strategy, with a clear line of sight between projects and the aspirations of the community and Council. Decision making is timely, informed, considered and consistent with the best interest of stakeholders, residents, businesses, workers and visitors.

The City Economy Program Manager is proactive, and results driven and an experienced people leader. The City Economy Program Manager works closely with the City Marketing Coordinator to deliver on key objectives of the EDS and the Penrith Visitor Economy Strategy (VES) and collaborates with Council’s Property Services and City Strategy Departments.



Key Result Areas

1. Lead the team to create a transformative approach to investment attraction

Major Actions

- Lead development and deployment of Council's investment attraction framework and tools
- Liaise with the City Marketing Program Manager to develop campaigns that attract investment
- Lead the team to build local business resilience
- Respond to Council priorities on projects as required
- Build a good working knowledge across a range of Council departments

2. Leadership and Performance

Major Actions

- Plan and delegate work to ensure that projects and activities are completed according to agreed timeframes and standards with rigorous evaluation.
- Facilitate and encourage a cooperative team environment.
- Support staff to respond to new and emerging challenges and support innovation in approach.
- Work with staff to identify their performance objectives and provide ongoing professional support towards the achievement of goals.
- Support, evaluate and report on performance of individuals in working towards agreed outcomes and within Council's Policies and Guidelines.
- Provide staff with training and support in new policy and procedures.
- Respond to changes in staff resources and delegate tasks as needed.
- Collaborate with managers across the City Futures and Strategy Directorate to provide advice and support across teams to meet Council objectives.

3. Ensure design and delivery of projects and activities outlined in the Economic Development Strategy

Major Actions

- Deliver programs and actions outlined in Council's Economic Development Strategy 2031
- Reporting – provide Business Plan, Quarterly Review and annual updates on the EDS and other relevant strategies and programs.
- Effectively manage projects, contracts and consultancies.
- Design innovative and cost-effective programs that build meet the objectives of the EDS and other relevant strategies.

Key Result Areas

4. Build and manage business and government partnerships

Major Actions

- Integrate perspectives and advice drawn from business networks and key stakeholders.
- Lead the delivery of partnerships with relevant state agencies including Investment NSW
- Development collaborative projects and business events that assist Council in delivering on the objectives outlined in the EDS 2031

5. Scan and monitor for opportunities, prepare written reports and presentations

Major Actions

- Research and analyse issues, trends and opportunities, advance innovative solutions and responses.
- Use analysis to identify competitive advantages and Investment attraction opportunities
- Complete reports, submissions and documents in a timely, efficient and professional manner in accordance with Delivery Program timeframes or as directed.
- Support staff to complete written work according to agreed timeframes.
- Develop grant submissions in accordance with Council priorities.
- Represent Council at business forums as required
- Provide content for quarterly Invest Penrith EDM.

6. Contribute to Departmental outcomes

Major Actions

- Actively engage, participate and lead department meetings, activities and discussions.
- Contribute to progress reports on activities including grants, community reports and promote the work of the Economy and Marketing Department in a positive and robust manner.
- Contribute to a positive team culture through discussion and actions.
- Lead and support team development activities as required.
- Initiate and support cross departmental activities when agreed.

7. Customer Service

Major Actions

- Provide effective service to Council customers, staff and the community
- Manage relationships with Chambers of Commerce and Town Centre Corporations
- Accurately identify the needs of customers and take appropriate action to satisfy customer needs
- Complete actions in Council's CRM system in accordance with the guidelines
- Present a positive image of Council

Key Result Areas

8. Corporate Governance and Effective Work Practices

Major Actions

- Carry out work in line with relevant legislative and statutory requirements and /or industry codes, practices and standards
- Adhere to Council's Code of Conduct, Values and relevant policies and procedures
- Take responsibility for and manage own work and contribute to a productive work environment
- Accept and contribute to workplace change
- Undertake workplace tasks as directed
- Work cooperatively with others and use positive communication techniques
- Resolve workplace conflict in line with Council policy
- Undertake recordkeeping activities in accordance with Council's Records Management business rules, procedures, policies and State Records Legislation

9. Work Health and Safety (WHS)

Major Actions

- Attend training as required and ensure completion of training by supervised staff
- Perform work in accordance with WHS policies and procedures
- Ensure all procedures have been risk assessed, and risk assessments are reviewed in line with designated timeframes
- Monitor implementation and use of risk control measures
- Participate in consultative processes for the management of WHS, and ensure consultation processes are available to, and used by, supervised staff
- Coordinate and assist, as required, in the injury management process to ensure the earliest possible return to work for injured employees

Qualifications, Experience and Specialist Skills & Knowledge

Essential

- Degree or equivalent qualification in economics, strategy, business or equivalent.
- Demonstrated experience and success in leading, inspiring and managing high performing multi-disciplinary teams
- Experience and demonstrated capability in investment attraction
- Ability to analyse data, economic trends, and measure benefits of Council's economic development initiatives
- Demonstrated ability to role model collaboration and build influential relationships across diverse stakeholders

Desirable

- Understanding of the local government operating environment
- Current Class C Driver's Licence

PENRITH CITY COUNCIL CAPABILITY FRAMEWORK

Our Capability Framework provides a set of 25 capabilities, expressed as behaviours, which set out clear expectations about performance and articulates what 'good' looks like in our organisation. The capabilities are underpinned by our core values and are grouped into 5 clusters: 'Leading Best Self,' 'Leading Human Connection,' 'Leading Optimal Results,' 'Leading People Authentically' and 'Leading Strategic Direction.' The capabilities act like building blocks and increase in complexity from the bottom to the top, as well as from left to right, across the framework. The capabilities are shaded according to the expectation for the role, being 'Core,' 'Growth,' 'Assumed' or 'Not in Scope' capabilities. The cumulative nature of the capabilities under each cluster, means an employee should be able to demonstrate the behaviours required of each capability, up to and including the capability deemed 'Core' for their role. *Please note this Capability Mapping is subject to change and will be reevaluated from time to time. Employees can access the [Capability Framework Guide](#) for the list of behavioural descriptors.*

CITY ECONOMY PROGRAM MANAGER CAPABILITY MAPPING

LEADING BEST SELF	LEADING HUMAN CONNECTION	LEADING OPTIMAL RESULTS	LEADING PEOPLE AUTHENTICALLY	LEADING STRATEGIC DIRECTION
INNOVATING Creative thinker that finds and implements new ways of doing things	INFLUENCING Can think on their feet and persuade a group of individuals towards their ideas and thinking	LEADING PROJECTS AND CHANGE Leads projects and change initiatives, demonstrating the 'art' and 'science' of project and change management	LEADING ORGANISATIONAL CULTURE Emanates inspirational and authentic leadership, walking the talk, creating a culture of trust and leading through ambiguity	CREATING ORGANISATIONAL VISION AND STRATEGY Creates a compelling vision and strategy to meet the needs of the community both now and into the future
EMBRACING CHANGE Open to change, takes on a positive outlook and adapts well to new ways of doing things	FACILITATING DISCUSSION Confident in presenting ideas to a group, facilitating discussion and managing group dynamics	WORKING COLLABORATIVELY Actively networks, builds relationships and works with others cross-functionally and/or with a broad range of stakeholders, to drive stronger results	FOSTERING TEAM EFFECTIVENESS Builds a supportive and collaborative team environment, fosters team spirit and trust	DEMONSTRATING BUSINESS ACUMEN AND PLANNING Understands business principles and financial implications and uses this to optimise business performance and inform strategic planning
MAINTAINING COMPOSURE Stays calm under pressure and practices self-care to manage stress	DELIVERING THE 'CUSTOMER PROMISE' Dedicated to serving the customer needs, both internal and external, and other stakeholders	CONTINUOUSLY IMPROVING Committed to improving the quality, efficiency and effectiveness of work processes and projects	LEADING WITH COURAGE Confident in having difficult conversations and is able to provide constructive feedback whilst maintaining the relationship	DECISION MAKING Makes decisions which are strategic and likely to have long-term impacts
DEVELOPING SELF Committed to self-improvement, welcomes feedback, seeks learning opportunities and is self-aware	WORKING TOGETHER Team player who helps and cooperates with others	PROBLEM SOLVING Uses sound judgement and logic to solve day-to-day problems	LEADING A TEAM Leads a team to perform by delegating effectively, setting clear expectations and providing feedback on performance and behaviour	MANAGING RESOURCES Effectively manages budgets, time, costs and other resources
TAKING ACCOUNTABILITY Reliably contributes, follows policies and procedures, upholds organisational values and keeps promises	COMMUNICATING Effective communicator (verbal and written) including the use of appropriate body language	PLANNING AND ORGANISING Prioritises tasks and works in an organised way to get things done effectively	MENTORING OTHERS Mentors others to help them learn and develop	ANALYSING AND INTERPRETING Uses analytical thinking to critically evaluate information and data in order to provide meaningful insights

KEY:	ASSUMED CAPABILITY	CORE CAPABILITY	GROWTH CAPABILITY	NOT IN SCOPE
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