

POSITION DESCRIPTION

Senior Officer, City Precinct
POS2067

Directorate:	City Economy and Growth	Department:	City Economy
Position Grade:	15	Reports to:	Manager, City Economy
Last review:	19 January 2021	Next review:	19 January 2023
		Version No.:	1.0

Position purpose:

To drive the city centre precinct to achieve its full potential through working with local stakeholders to create a resilient, vibrant and activated 18-hour city centre that is reflective of the needs of the community of Liverpool.

Key accountabilities/responsibilities:

Responsible for:

- 1) Developing and implementing strategies to activate the Liverpool City Centre to its full potential including contributing to Council's economic development strategy and Council's planning and design strategy.
- 2) Developing a marketing strategy in consultation with the Communications team for the Liverpool City Centre and widely promoting activities
- 3) Developing a programming and activation strategy for the Liverpool City Centre in consultation with Council's Strategic Events team. Activations to include but not limited to; events, installation of public/street art and facilitation of pop up spaces. for the delivery of short term and long term in the city centre as part of overall activation
- 4) Establishing strong relationships with local businesses, community groups, networks and non-government organisations and working collaboratively with these partners to support and participate in the city centre
- 5) Develop and implement programs to empower local businesses and land owners drive city activation through their businesses/properties
- 6) Collaborate across Council to improve the streetscape design and activate the city public domain through strategy and policy
- 7) Supervise one full-time employee and short term contractors in delivering activities as identified in Council's Destination Management Plan to attract both domestic and international visitors to Liverpool
- 8) Identifying government and private sector grants to assist in the funding of activation and placemaking activities
- 9) Developing and implementing an evaluation methodology and regularly reporting on the success of the city centre against agreed measures
- 10) Co-ordinating the secretariat for Council's Tourism and CBD Committee including preparing council reports and implementation of recommended activities from Committee members
- 11) Follow Council's policies and procedures when carrying out work to ensure risks are managed. Report all incidents, risks and issues to Management on a timely manner.

Decisions made in the position:

- 1) Decision-making responsibility associated with the development and implementation of project plans consistent with the broader objectives of the Liverpool City Centre
- 2) Approval of expenditure within approved budgets of up to \$10,000

Decisions referred:

- 1) Expenditure over delegated limit

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- 2) Significant or controversial operational decisions
- 3) Decisions relating to modification, upgrade or expansion of infrastructure

Key issues/challenges:

- 1) Working across Council and securing the support of a range of internal stakeholders
- 2) Working within budgetary constraints
- 3) Securing additional resources to benefit operation of the city centre
- 4) Working in a greenfield area with population growth and on-going change
- 5) Identifying funding sources to leverage infrastructure and events development
- 6) Empowering local businesses and landowners to participate and/or drive city activation
- 7) Working with businesses and landowners who may be resistant to change and initiatives driven by Council

Key working relationships:

- | | |
|--|--|
| • Manager, City Economy | • Non-government organisations, local schools, community groups, networks and contacts |
| • Manager City Design and Public Domain | • City Economy Unit |
| • Manager Community Development and Planning | • Community Development and Planning Teams |
| • Director Casula Powerhouse arts Centre | • Property Team |
| • Strategic Events Lead | • City Presentation team |

POSITION SPECIFICATION

Whilst the criteria described below is indicative of the nature of this role, for the purpose of this hiring process please only address the selection criteria listed in the job application.

ESSENTIAL CRITERIA

Qualifications/Licences

- Relevant tertiary qualifications in community or economic development, place management, public domain or local government or equivalent
- Class C NSW Driver's Licence

Experience

- A minimum of 5 years professional experience in a relevant field
- Demonstrated experience in preparing and delivering innovative and effective place-based strategies to achieve specific outcomes
- Experience in planning and delivering business, community and/or civic events
- Demonstrated ability to engage stakeholders and develop and maintain productive partnerships that are outcome focussed
- Demonstrated ability to supervise specialist staff in the delivery of placemaking and tourism-related activities
- Demonstrated ability to work independently and as part of a team
- Experience in managing a budget and undertaking strategic business planning
- Demonstrated ability to prepare high quality written material and presentations to senior staff

Knowledge and Skills

- Knowledge of Work Health and Safety practices, the principles of Equal Employment Opportunity, ethical practice and multi-cultural diversity
- Exceptional written and verbal communication skills
- Excellent negotiating and influencing skills
- Demonstrated ability to analyse and solve problems in a demanding work environment
- Excellent customer service skills

DESIRABLE CRITERIA

Qualifications/Licences/Experience/Knowledge and Skills

- Experience working in local, state or federal government context
- Experience in collecting and analysing social, economic and community data and trends at place level to influence co-ordinated solutions across council

Our vision:

**Aspiring to do great things – for ourselves,
our community and our growing city.**

Our values:

Ambitious

Authentic

Collaborative

Courageous

Decisive

Generous