



Position Description

Community & Economic Development Manager

Award: West Wimmera Shire Council Enterprise Agreement 2021

Classification: Band 8A

Name of Occupant:

Employment Status: Full-time

Location: Kaniva and Edenhope

Records Only: Document ID Number:

File Number:



Accountability Statement

The position is responsible for the effective leadership and management of Council's community engagement, community development, and economic development activities.

Position Objective

To manage Council's community and business programs, activities and services, and ensure they are well-planned, effectively delivered and responsive to local needs.

The role leads strategic initiatives that strengthen community participation, support local businesses, and contribute to sustainable community and economic outcomes.

Key Responsibility Areas

1. Customer Service

- Customer Service Management — Provide effective leadership and support to ensure Council's customer service functions are delivered to a consistently high standard.
- Issue Resolution — Manage matters escalated by the customer service team that cannot be resolved at officer level.
- Service Improvement — Identify, develop and implement customer service initiatives and process improvements.

2. Community Development & Engagement

- Work collaboratively with community groups to support community development initiatives.
- Provide active leadership in the implementation of Council's Community Engagement Policy.
- Lead community strengthening activities, including community grants and recognition programs.
- Lead delivery of the Community Health and Wellbeing objectives identified in the Council Plan.
- Promote activation of communities through effective use of Council's community assets.
- Engage respectfully and collaboratively with Traditional Owners and Aboriginal community organisations in planning and delivering community, tourism and economic development activities.
- Support emergency management recovery operations as required.

3. Tourism, Events & Volunteer Programs

- Develop, maintain and implement Council's Tourism Strategy.
- Identify opportunities for Council to support tourism initiatives, volunteers and visitor information centres.
- Support Council's involvement in the Grampians Wimmera Mallee Visitor Economy Partnership.
- Coordinate and promote events across the Shire.
- Support and resource community organisations planning events.
- Seek grant opportunities that support Council's tourism, events, arts and cultural objectives.
- Support Council's volunteer programs and identify opportunities for Council to support community groups and volunteers.

4. Economic Development

- Business Support —
 - a. Identify and pursue opportunities to attract new business, investment and industry to the Shire.
 - b. Build and maintain strong working relationships with local businesses, industry groups, Regional Development Victoria and other agencies to support economic growth.
 - c. Provide advice and support to local businesses, including facilitating access to relevant Council services and networks.
 - d. Lead business strengthening activities, including business grants and recognition programs.
 - e. Build relationships with community organisations, Committees of Management, government agencies and contractors.
 - f. Provide advice to communities on Council facilities, property and governance matters.
 - g. Provide advice and resolve issues relating to facilities, property agreements and legislative requirements.
 - h. Promote equitable access to Council facilities and community participation.
- Monitor and report on economic and demographic trends affecting the Shire to inform Council planning and decision-making.
- Represent Council on relevant regional economic development committees and partnerships.
- Develop, maintain and implement Council's Economic Development Strategy in line with the Council Plan.

- Identify and pursue grant and funding opportunities that support Council's economic development objectives.
- Manage operating and grant budgets for community and economic development activities within delegated financial authority, and report on expenditure.
- Identify and declare any actual, potential or perceived conflicts of interest arising from engagement with businesses, grant applicants or investment proponents, in accordance with Council's Conflict of Interest Policy.
- Apply a gender equality lens to community and economic development programs, policies and engagement activities, in line with Council's obligations under the Gender Equality Act 2020.

5. Leadership & Organisational Performance

Provide effective leadership that supports high-performing teams, continuous improvement and organisational success and responsibilities include:

- a) Impactful leadership, effective management and professional support to employees, contractors and stakeholders while fostering collaboration, accountability and continuous improvement across the organisation.
- b) Promote a collaborative, customer and community-focused workplace culture to foster a positive, high-performing team culture. Model Council's values and promote a respectful, inclusive and safe workplace culture.
- c) Manage budgets, resources and procurement within delegated authority.
- d) Ensure community, tourism and economic development activities are aligned with Council's strategic objectives, policies and legislative obligations.
- e) Assist in cross organisational projects and contribute to strategic planning and organisational change. Work collaboratively with internal departments to deliver integrated, efficient and customer-focused services.
- f) Contribute to the development and implementation of Council's strategic plans, long term financial planning.
- g) Set clear expectations, monitor performance and support continuous improvement across all areas of responsibility.
- h) Identify opportunities to improve systems, processes and service delivery, contributing to organisational capability and innovation.

6. Information Management & Reporting

Ensure accurate information management and reporting systems support effective governance, compliance and decision making.

Key responsibilities include:

- a) Ensure compliance with relevant legislation, policies and procedures, and proactively manage risks associated with community and economic development activities.

- b) Prepare accurate and timely reports, briefings and recommendations to support informed decision-making by Council and the Executive.
- c) Maintain corporate records and business systems in accordance with legislative requirements.
- d) Analyse operational and financial information to inform planning and performance.
- e) Prepare reports, business cases, policies and briefing papers for Council and Executive Leadership.
- f) Promote the effective use of technology and digital systems to improve service delivery.

7. Key Selection Criteria, Qualifications & Experience

- Proven experience leading and coordinating community development, economic development, tourism or place-based initiatives, ensuring alignment with Council's strategic objectives, community needs and legislative obligations.
- Demonstrated ability to motivate, develop and support high-performing team members, strengthen team cohesion and model behaviours that uphold Council's values and commitment to community wellbeing.
- Demonstrated ability to manage complex community-facing or business-facing programs and identify opportunities for innovation and continuous improvement, to support cultural and organisational change that enhances service quality, efficiency and community outcomes.
- Experience developing and implementing strategies, policies or improvement plans relating to community development, economic development, tourism, events or community engagement.
- Strong analytical and problem-solving skills, including the ability to interpret community, economic or demographic data, prepare reports, assess trends and develop evidence-based recommendations.
- Highly developed stakeholder engagement and communication skills, with the ability to influence and build effective relationships with internal departments, external agencies, local businesses, Traditional Owners, community groups and diverse community members.
- Knowledge of public sector governance, compliance and accountability frameworks, with experience embedding good governance, privacy, risk management and record-keeping practices within community or economic development operations (highly advantageous).
- Relevant tertiary qualifications in community development, economic development, public administration, business, social sciences or a related field, combined with substantial experience in community-facing or economic development leadership within a complex or regulated environment.
- Proficiency with Microsoft Office and relevant systems.

- Tertiary qualifications in community or economic development (desirable) or equivalent / significant relevant experience.
- A commitment to confidentiality, probity and high professional standards.

8. Accountability & Extent of Authority

- To provide accurate information to customers and other employees as well as administrative support for the organisation as a whole.
- The freedom to act is limited by standards and procedures encompassed by the nature of the work assigned to the position from time to time. The work generally falls within specific guidelines, but with scope to exercise discretion in the application of established standards and procedures.
- Sufficient freedom to plan their work at least a week in advance.
- Holds delegated financial authority for operating and grant expenditure within the community and economic development portfolio, as set out in Council's Instrument of Delegation.
- Exercises functions, duties and powers delegated under the Local Government Act 2020, as set out in Council's Instrument of Delegation, including authorising grant agreements and partnership arrangements within the community and economic development portfolio.
- Decisions and actions extend beyond the immediate work group, given the position's role in representing Council to businesses, investors and regional partners; decisions with broader financial, reputational or strategic implications are referred to the Director Corporate and Community Services.

9. Occupational Health& Safety, Risk Management

All employees have a responsibility to:

- Immediately report to their Supervisor any unsafe conditions or activities, near misses, or injuries in the workplace;
- Stop work on any task which they consider to be unsafe and immediately report the situation to their supervisor
- Assist new employees in the use of proper work procedures and practices;
- Work in a manner that will not endanger themselves or any other person;
- Use personal protective clothing or equipment as provided;
- Report any defective/damaged personal protective clothing, equipment or gear;
- Comply with instructions given by a Supervisor or OHS Coordinator pertaining to the use of personal protective clothing, equipment or gear or any matter in relation to Health & Safety;
- Not to interfere with anything that has been provided in the interest of Health & Safety in the business unit;
- Not engage in any occupations that require a certificate unless the relevant certificate or permit is held and they have been approved by WWSC to carry out such work;
- Not attempt any task unless they are capable and competent to carry out the task;

- k) Actively participate in Council's rehabilitation and return to work programs if you are injured.

10. Judgment & Decision Making

- a) Within established guidelines and procedures, exercise judgment and problem-solving skills in the delivery of customer service, community development, tourism, volunteer and economic development activities.
- b) Exercise sound commercial and strategic judgement when engaging with businesses, investors and funding bodies, balancing Council's interests with those of the community and local economy.
- c) Ensure judgements and decisions are in accordance with legislative and policy requirements.
- d) Ensure a high level of confidentiality of information, including commercially sensitive information provided by businesses and investment proponents.

11. Specialist Skills & Knowledge

- a) An understanding of the relevant technology, procedures and processes used within the Community Development team, particularly as it relates to local government and regional communities.
- b) Demonstrated knowledge and experience in aspects of economic development, particularly as it relates to local government and regional communities.
- c) An understanding of the function of the position within Council's context, including relevant policies, regulations and precedents.
- d) Proficiency in the application of standardised procedures, practices, Acts and Regulations and an understanding of relevant precedents, previous decisions and/or proficiency in the operation of knowledge.
- e) Understanding of probity, conflict of interest and confidentiality requirements applicable to engagement with individual businesses and funding recipients.

12. Management Skills

- a) Assist with the provision of on-the-job training and guidance in relation to information and record management practices to Council staff.
- b) Necessitate skills in managing time and planning and organising one's own work.
- c) Ability to effectively manage and coordinate the priorities and objectives of a diverse team.
- d) Ability to manage a budget, including monitoring expenditure and reporting on financial performance against approved allocations.

13. Interpersonal Skills

- a) Ability to gain co-operation and assistance from the community, contractors, business owners, Councillors and employees.
- b) Skills in written and verbal communication to enable the preparation of routine correspondence and reports and presentation.
- c) Ability to build and develop effective relationships with key stakeholders (including Councillors, government bodies).

14. Conditions of Employment

- a) As part of West Wimmera Shire Council's recruitment and selection process, a satisfactory Police Check and Working with Children Check (Vic) is required for this position.

- b) Current driver's licence.
- c) Must declare any conflicts of interest, including private business interests, in accordance with Council's Conflict of Interest policy.
- d) May be required to work outside the normal span of hours, including evenings and weekends, to attend Council meetings, community events and business functions, for which time in lieu or overtime provisions apply in accordance with the Enterprise Agreement.
- e) Regular travel throughout the West Wimmera Shire municipal district, and periodically to regional or metropolitan locations, is a requirement of this position.

15.Organisational Relationships

Reports to: Director Corporate and Community Services

Supervises: Customer Service Team, Volunteer and Events Officer, Community Development and Tourism Officer

Internal Liaisons: Senior Leadership Group, Managers, Supervisors/Team Leaders, Councillors

External Liaisons: Ratepayers and general public, Government bodies, Contractors, Consultants

16.Equal Opportunity

West Wimmera Shire Council offers a work environment free from discrimination, sexual or other harassment, victimisation, and vilification and bullying. Employees are expected to contribute to the maintenance of such a work environment.

17.Gender Equality

West Wimmera Shire Council is committed to workplace gender equality and to eliminating gender-based discrimination, in accordance with the Gender Equality Act 2020. Employees in this position are expected to consider gender equality impacts when developing or reviewing community and economic development programs, policies and services, and to apply Gender Impact Assessments where required.

18.Code of Conduct

Employees must comply with West Wimmera Shire Council's Code of Conduct and the Local Government (Code of Conduct) Regulations at all times, and act in a manner that upholds public trust and confidence in Council.

19.Child Safe Standards

West Wimmera Shire 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.

All staff must adhere to Council's Child Safe Policy and procedures and ensure that any reasonable suspicion of abuse to children or young people is reported.

20.Privacy & Confidentiality

Employees must respect and protect the privacy and confidentiality of information gained or accessed during the course of their employment. Employees are required to comply with the Information Privacy Act, the Health Records Act and Council's Confidentiality policies.

Both during and after employment with Council, employees must not:

- a) Communicate confidential or private information to third parties.

- b) Make use of any information gained through employment at the Shire for any purpose other than the discharge of official duties.

21. Personal Health Information

Personal and Health Information collected by Council is used for recruitment and if the applicant is successful will be used for Human Resources. The Personal and Health Information will be used solely by Council for this purpose and/or directly related purposes.

Council may disclose this information to other organisations if required by legislation. The applicant understands that the Personal and Health Information provided is for the above purpose and that they may apply to Council for access to and/or amendment of the information after finalisation of the appeals process. Information relating to unsuccessful applicants may be destroyed by Council after 12 months from this time. Requests for access and/or correction should be made to Council's Privacy Officer.

Employee Approved

PD Review Date	Name	Signature
10 August 2026		

Approved By

PD Review Date	Position	Name	Signature	Date
	Human Resource Manager			