

# Position Description

## Manager City Activation

### Council Strategic Vision

Protecting our heritage and beautiful coast, while creating a welcoming and healthy place for all in South Australia's most sustainable city.

### Our Culture

A place that proudly delivers great things.

Where we deliver on promises; value people; recognize achievements; inspire progress, respect history, build the future; grow and learn; and enjoy what we do.

### Our Values

As a values-based organisation, we demonstrate our values through our behaviours. These values guide everything we do.



#### **A** Achievement

Deliver agreed outcomes for our community



#### **R** Respect

Act with honesty and integrity



#### **I** Innovation

Seek better ways



#### **S** Simplicity

Easy to do business with



#### **E** Engagement

Provide opportunities for all to participate

<b>TITLE:</b>	<b>Manager City Activation</b>
<b>LEVEL:</b>	<b>8</b>
<b>POSITION OBJECTIVE:</b>	
Responsible for the leadership and management of the City Activation team and successful delivery of the functions within it. Will also participate in the strategic and operational functions across the Community & Business Division.	

## 1. REPORTING RELATIONSHIPS

- This position reports to the General Manager Community & Business.
- The position is responsible for the following areas: Economic Growth and Development, Tourism Development, Events Development & Management, Jetty Road Development, Arts & Culture, Heritage, History, Museums & Galleries.

## 2. KEY PERFORMANCE INDICATORS

- Implement a range of integrated strategic frameworks and strategies including:
  - Museum, Gallery and History Centre Business Plan
  - Economic Development Strategy
  - Precinct Plan
  - Tourism Plan
  - Tourism Destination Action Plans
  - Events Strategy
  - City Activation Business Plan
  - Arts & Culture Strategy
  - Partridge House Business Plan
- Oversee the development and implementation of the Museum, Gallery and History Centre Business Plan
- Support Kaurua/Council relations to continue to build community cultural awareness via the delivery of programs, events and community engagement activities.
- Oversee the development and implementation of the Economic Development Plan and foster opportunities that develop economic growth citywide.
- Oversee the development and implementation of Council's Tourism Plan and Tourism Destination Action plan.
- Continue to oversee the development of sustainable business operations for Partridge House ensuring positive financial returns.
- Continue to work with leading arts and culture organisations to support the implementation of the Arts and Culture Strategy.
- Oversee the development and implementation of the Events Strategy and ensure the alignment with Council's Strategic Plan 2050+, Economic Development Strategy and SATC and Tourism Australia strategic plans.
- Oversee the implementation and continual monitoring of the event (operational) delivery model; and continue to promote opportunities that position the City of Holdfast Bay as a key tourism destination in South Australia.

- Lead relations and be the conduit between Jetty Road Mainstreet Committee and Council to ensure positive stakeholder engagement and support deliverables within the Terms of Reference.
- Enhance and support the promotion of the Glenelg Precinct as a vibrant shopping, leisure and recreational area with year-round appeal to residents and visitors.
- Lead strategic development and financial planning of the Glenelg Precinct in collaboration with the Jetty Road Mainstreet Committee to further economic stimulus and investment.
- Work with SATC, western region councils and key stakeholders to promote opportunities that develop economic growth specifically relating to tourism sector.
- Feedback and evidence that positive, respectful and customer-based relationships are developed and maintained.
- Evidence that PDR has been completed with measurable goals and an effective development plan is in place.
- Team feedback and achievements indicate that effective leadership is applied in line with Council's identified leadership capabilities.
- Clear, measurable, individual outcomes are set, and reporting staff are held accountable for these.
- Clear evidence presented that WHS, and other regulatory requirements have been implemented and on time.

### 3. POSITION DETAILS

#### PEOPLE & CULTURE

- Provide high quality professional advice to Elected Members and the Senior Leadership Team.
- Provide high quality multifunctional customer service to the City of Holdfast Bay's external and internal stakeholders.
- Liaise and build relationships with external providers to develop opportunities to promote the City of Holdfast Bay as a tourist and business destination.
- Develop relationships with key tourism and business partners, including JRMC, SATC, ISBEC, sponsors and external event organisers.
- Pro-actively develop and maintain authentic, respectful and positive relationships both internally and with customers and volunteers.
- Demonstrate positive leadership capabilities which result in building relationships, empowering others, embracing challenges and delivering on promises.
- Ensure effective communication is undertaken to engage the needs of reporting staff, internal and external key stakeholders including volunteers.
- Foster, develop and deliver a customer centric culture, to empower team members to always strive for customer satisfaction.
- Manage, monitor and review compliance with WHS and Return to Work obligations as well as other regulatory, legislative and policy requirements.

#### SYSTEMS & PROCESSES

- Lead Council's economic and tourism development to leverage commercial opportunities and maximize economic returns directly to community.
- Plan, implement and monitor arts and culture, business and tourism strategies and economic development potential within the City of Holdfast Bay.
- Lead the delivery of City Activation strategic plans and measure performance against agreed KPIs.
- Develop and deliver initiatives that ensure the City of Holdfast Bay fosters economic prosperity

- Actively seek and suggest ways to improve work practices and outcomes.
- Proactively lead and influence organisational change based on Council's strategic and business plans.

#### QUALITY & COST

- Promote the opportunity to earn income from commercial activities on Council reserves and Council assets city wide.
- Actively participate in the development and delivery of Council's strategic plans.
- Develop and monitor annual and long term financial plans.
- Complete the annual budgeting process in close consultation with Finance and the Senior Leadership Team.
- Provide Council with timely and accurate reports to aid key decision making.
- Ensure that commercial activities, projects, programs and events are delivered on time and within budget.
- Deliver quality outcomes on time and on-budget.
- Undertake research, prepare business cases and lead projects as required.

#### DEVELOPMENT

- Provide strategic leadership to identified functions within City Activation, being: Economic Growth and Development, Tourism Development, Events Development & Management, Jetty Road Development, Arts & Culture, Heritage, History, Museums & Galleries.
- Pro-actively participate in the Professional Development & Review (PDR) process and provide suggestions on how individual capabilities can be expanded as they relate to the role.
- Actively listen to the needs, concepts and ideas of peers, the community and customers.
- Ensure Professional Development & Reviews (PDR's) are completed on an annual basis for reporting staff which include meaningful and achievable goals.
- Facilitate personal and professional development of reporting staff.

### 4. PERSONAL CRITERIA

#### QUALIFICATIONS

- Tertiary qualifications in a relevant area or significant related experience - **essential**
- Holds an unencumbered Australian drivers licence - **essential**

#### EXPERIENCE & KNOWLEDGE

- Experience in resource management, mentoring and coaching individuals to deliver quality outcomes – **essential**.
- Sound knowledge and experience in economic development strategies, including destination marketing, major event delivery and visitor attraction - **essential**.
- Extensive experience with project management, including project planning and scoping, research, analysis and implementation – **essential**.
- Experience in a leadership role including management and development of teams – **essential**.
- Experience in developing and maintaining industry partnerships and networks and working collaboratively with stakeholders to achieve quality outcomes.
- Substantial experience in financial management including budget preparation and monitoring.
- Experience in developing, monitoring and reporting against performance indicators and targets.

- Proficient in the use of Microsoft Office and experience in using corporate digital applications – **essential**.
- Experience in business evaluation and continuous improvement activities.
- Experience in leading services or organisation through times of change.
- Knowledge and understanding of legislation, guidelines and standards relevant to the area of operation.
- Experience with the Technology 1 suite of applications – **desirable**.

#### PERSONAL CAPABILITIES

- Highly self-motivated with the ability to establish credibility and deliver high quality outcomes for our community – **essential**.
- Advanced verbal and written communication skills with the ability to negotiate, influence and motivate individuals – **essential**.
- Ability to prioritise workload and meet set timelines.
- Ability to be resilient, innovative, flexible and readily accommodate change.
- Analytical, problem solving, and decision making skills with an ability to explore new and innovative ways to do business using creative solutions.
- Demonstrated commitment to exploring and expanding individual capabilities.
- Ability to work both independently and in a team environment
- Ability to share information and expertise freely.

#### LEADERSHIP CAPABILITIES

- **Accept Responsibility** – Take responsibility and deliver on our promises.
- **Relationship Driven** – Build positive relationships.
- **Innovate & Change** – Lead change and embrace new ideas.
- **Strategic Focussed** – Create and communicate a clear vision.
- **Empower Others** – Support people to be their best.

### 5. WORK HEALTH & SAFETY RESPONSIBILITIES

- Comply with any reasonable instruction in relation to WHS.
- Cooperate with any reasonable policy or procedure relating to WHS.
- Take reasonable care in regard to work health and safety.
- Avoid adversely affecting the health and safety of any other person through any act or omission at work.
- Ensure that you are not in such state (due to alcohol or drugs) as to endanger your own safety at work or the safety of any other person.
- Not wilfully interfere with or misuse items or facilities provided in the interest of the health and safety of workers.
- Report all accidents, incidents, injuries, property damage in accordance with agreed procedures.
- Comply with the use and utilisation of appropriate personal protective equipment.
- Participate in activities associated with the management of workplace health and safety policies, procedures, management systems and consultative structures.

## 6. SPECIAL CONDITIONS

- Some out of hours work may be required including attendance at official meetings after hours.
- In line with Council's Background Screening & Reporting Procedures, Department of Human Services (DHS) screening clearances are required for all positions, and will be renewed upon expiry thereafter.

## 7. OUR VALUES

As a value based organisation we demonstrate our values through our behaviours. These values guide everything we do. As an employee you will play a key role in demonstrating these values:

- **Achievement** – Deliver agreed outcomes for our Community.
- **Respect** – Act with honesty and integrity.
- **Innovation** – Seek better ways.
- **Simplicity** – Easy to do business with.
- **Engagement** – Provide opportunities for all to participate.

These are assessed on an ongoing informal basis, and formally through the Professional Development Review process.

## 8. ACKNOWLEDGEMENT

Employee Name:	_____	Direct Manager:	_____
Signature:	_____	Signature:	_____
Date:	_____	Date:	_____