



POSITION DETAILS

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| Position Title | Economic Development and Marketing Officer | Award | QLD LGIA |
| Location | Cunnamulla | Classification | Stream A Level 5 |
| Department | Office of the CEO | Employment Type | Full Time |
| Reports to | Chief Executive Officer | Duration | Fixed Term 12 Months |

OBJECTIVES OF THE POSITION

This position will formulate and implement approved strategies that will foster a broader economic base for the Paroo Shire and enhance long term business prospects, growth and development. The position will also identify and evaluate local resources and economic development opportunities and risks, undertake quality marketing and communications activities that enhance community communication and engagement, while also promoting a positive image of Council to a wider audience, and facilitate the development and implementation of programs that will stimulate economic and community development and enhance the quality of life, vitality of the community and the unique character of the Paroo Shire. The Economic Development and Marketing Officer also provides professional advice to the Chief Executive Officer and Council on matters relating to economic development, marketing and communications. The role is to provide leadership through marketing, communications and social media across Council to foster economic development activity. As a representative of Council, professionalism and the provision of courteous customer service is essential.

KEY RESPONSIBILITIES

- Conduct research and analysis activities approved to identify and assess economic development activities and opportunities within the Shire and implement consultative processes that stimulate community involvement in programs and projects.
- Develop and implement marketing and communication campaigns and strategies in support of Council's corporate and operations objectives.
- Prepare regular comprehensive reports for submission to Council on economic development and marketing/communications activities and projects.
- Undertake project management activities of designed development projects and effectively liaise with managers of other Council Departments and stakeholders to ensure quality outcomes on projects.
- Manage publication of content on Council's social media channels and website.
- Establish and maintain effective networks within government agencies and community groups to assist in the development and enhancement of economic programs.
- Promote and maintain a positive image of Council as a forward thinking and community-focused organisation through effective communications such as media releases.
- Support the creation, development and ongoing running of local businesses, including actively participating in local business communities meetings and forums.
- Consistently complete allocated tasks within agreed timeframes.
- Undertake other tasks up to and including your competency and level.
- Actively participate in identifying, recommending, developing and implementing measures through which allocated tasks and responsibilities may be carried out more effectively and efficiently.
- Commitment to Workplace Health and Safety, Council's Code of Conduct and demonstrating appropriate behaviour for a public sector employee.

SKILLS, EXPERIENCE AND QUALIFICATIONS

Essential:

- Demonstrated ability to be creative and innovative with the ability to conceptualise and bring to fruition significant community economic development initiatives.
- A sound knowledge of rural community economic development issues and rural community dynamics.



- Demonstrated ability to develop and promote community consultative mechanisms that enhance participation.
- Proven experience influencing best practice marketing and communications campaigns to achieve successful outcomes aligned to corporate objectives.
- Demonstrated highly developed communication and interpersonal skills as evidenced by an ability to liaise with a diverse client group and to establish good working relationships with others.
- Demonstrated ability to research and prepare comprehensive written reports and submissions.
- Possess a high level of professional and business ethics and a demonstrated ability to manage confidential information.
- Excellent time management and organisational skills.
- The ability to work individually or as part of a team, as appropriate, to achieve positive outcomes.
- Knowledge or the ability to obtain, of the historical and contemporary stories of the region.
- Demonstrated computer literacy including Microsoft Office, Adobe InDesign, Photoshop and Illustrator, with sound knowledge of the use of web sites and social media.
- The ability to understand and apply Council's policies and procedures.
- An understanding of workplace health and safety and safe work methods as they apply to the workplace.
- Current Class C Queensland Drivers Licence.

Desirable:

- Tertiary qualifications in a relevant discipline such as Bachelor of Business / Economics / Commerce or an ability to demonstrate relevant experience in tourism, marketing or related area.
- Experience or knowledge of the role of Local Government, council structures and services and applicable legislation
- Sound knowledge of the tourism industry and its impact or potential impact on rural economies.

ADDITIONAL INFORMATION

- This position will be required to work from the Council's main office in Cunnamulla and may be required to work outside of standard business hours.
- Should you, at anytime during your appointment in this role, become ineligible to hold a C Class drivers licence, you are required to advise Council immediately.

APPROVAL OF POSITION DESCRIPTION

Position Description Approved by: Cassie White Chief Executive Officer, Paroo Shire Council

Signature

A handwritten signature in black ink, appearing to read 'Cassie White'.

Date

12th November 2020