

Position Title	Economic Development Project Officer
Department	City Future
Unit	City Business & Engagement
Team	City Marketing & Investment
Supervises	Nil
Reports To	Coordinator City Marketing & Investment
Grade	G
Date Prepared	5/08/2026
Date Last Updated	1/02/2024

Our Vision & Values: A leading organisation that collaborates & innovates



We are committed
to **safety**



We work as
one **team**



We act with
integrity



We care about
our **customers**



We **continuously**
improve

Primary purpose of position

The Economic Development Project Officer is responsible for driving initiatives that support sustainable economic growth, local job creation, business investment and precinct vitality across the city.

The role supports the delivery of Council's Economic Development Strategy and Night Time Economy Action Plan through the planning, development and management of programs, partnerships and projects that strengthen the local economy, attract investment, support businesses and enhance the city's competitiveness.

A key focus of the position is the management of place-based economic development initiatives, including the Purple Flag Program, Special Entertainment Precincts (SEPs) and Street Parklet Program, which contribute to a vibrant visitor economy, expanded employment opportunities, increased business activity and thriving day and night-time precincts.

The Economic Development Project Officer works collaboratively with businesses, industry, government agencies and community stakeholders to create an environment that encourages investment, innovation, entrepreneurship and economic resilience.

The position is responsible for promoting and facilitating business and employment opportunities across the city including liaising and networking with key stakeholders across all levels of government, business, economic and community organisations, with a specific focus on innovation and digital engagement.

Accountabilities

- Deliver on Council's Economic Development Strategy and Night Time Action Plan through initiatives that support economic growth, business development, investment attraction and local job creation.
- Develop, manage and evaluate economic development programs, projects and partnerships that enhance business confidence, increase visitation and stimulate economic activity.

- Manage key economic development initiatives, including the Purple Flag Program, Special Entertainment Precincts (SEPs) and other activation initiatives, to support vibrant, safe and economically productive precincts.
- Prepare project plans that detail required resources and establish effective budgeting, reporting and monitoring.
- Research and data analysis of business, industry and labour market trends
- Identify and leverage funding, grant and partnership opportunities that contribute to economic outcomes and strategic objectives.
- Development of innovation and entrepreneurial programs with key stakeholders
- Website and EDM management
- Consult with and seek input from companies, government departments and local and regional economic development agencies in relation to the economic development, employment creation and skills enhancement issues
- Build and maintain effective relationships with businesses, industry groups, investors, government agencies and community stakeholders to facilitate collaboration and investment.
- Provide strategic advice, research and analysis on economic trends, opportunities and policy to inform Council decision-making.
- Monitor, measure and report on program performance and economic outcomes, ensuring continuous improvement and alignment with Council's strategic priorities.
- Represent Council in economic development, business, tourism and industry forums, advocating for initiatives that support a prosperous and resilient local economy.

Position capabilities and level

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

Capability Profile – Technical/ Professional Specialist

Capability Group	Capability Name	Level
 Personal Character	Lead Self	Adept
	Display Resilience	Adept
	Act with Integrity	Advanced
	Safety and Accountability	Adept
 Relationships	Communicate and Engage	Adept
	Customer and Community Focus	Adept
	Work Collaboratively	Advanced
	Influence and Negotiate	Intermediate
 Results	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Innovate and Improve	Adept
	Deliver Results	Adept
 Resources	Finance	Intermediate
	Assets and Tools	Intermediate
	Technology and Information	Intermediate
	Procurement and Contracts	Intermediate
 People Leadership	Manage and Develop People	N/A
	Inspire Direction and Purpose	N/A
	Optimise Workforce Contribution	N/A
	Lead and Manage Change	N/A

Focus Capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least satisfactory level for a candidate to be suitable for appointment.

CBCity Capability Framework - Focus Capabilities

Group & Capability	Level	Behavioural Indicators
Personal Character		
Act with Integrity	Advanced	• Models ethical behaviour and reinforces it in others • Represents the organisation in an honest, ethical and professional way and sets an example for others to follow • Promotes integrity, courage and professionalism inside and outside the organisation • Monitors ethical practices, standards and systems and reinforces their use • Proactively addresses ethical and people issues before they magnify
Relationships		
Work Collaboratively	Advanced	• Builds a culture of respect and understanding across the organisation • Facilitates collaboration across units and recognises outcomes resulting from effective collaboration between teams • Builds co-operation and overcomes barriers to sharing across the organisation • Facilitates opportunities to develop joint solutions with stakeholders across the region and sector • Models inclusiveness and respect for diversity in people, experiences and backgrounds
Resources		
Technology and Information	Intermediate	• Shows confidence in using core office software and other computer applications • Makes effective use of records, information and knowledge management systems • Supports the introduction of new technologies to improve efficiency and effectiveness

* Focus Capabilities are those judged to be the most important at the time of recruiting to the position. The mix of “focus” capabilities can change over time, reflecting changing work priorities and current team strengths.

Delegations

Decisions associated with this position are to be made in accordance with the Delegations of Authority (Policy186) approved by the General Manager.

Code of Conduct

All staff are required to adhere to the Code of Conduct (CP25).

Work Health & Safety

All staff are required to adhere to Council’s WHS&E Responsibilities and Authorities document (REF229) and associated policies and procedures.

Records Management

All staff are required to comply with Council’s Records and Information Management policies, procedures and guidelines.

Qualifications and Experience

Essential Qualifications

- Tertiary qualifications (University Degree) in Economics, Marketing, Business or equivalent

Essential Experience

- Demonstrated experience using EDM platforms
- Demonstrated experience to analyse economic, demographic and labour market data and translate findings into practical policy and program recommendations
- Demonstrated ability to exercise high levels of autonomy, while at the same time working effectively in a team-based environment that is outcomes focused
- Demonstrated experience attracting investment, facilitating business growth initiatives or delivering economic development outcomes
- Effective project management skills
- Ability to build and maintain effective working relationships across all levels of an organisation, with key stakeholders and with members of the community.
- Digital savvy and an interest in new digital and technology trends
- Strong customer liaison skills & experience

Desirable Qualifications and or Experience

- Familiarity with analytics and reporting
- Familiarity with Night Time Economy
- Experience in working in Local Government.

- Cultural sensitivity and an understanding of the unique challenges that need to be addressed when operating in a diverse community.
- Report writing skills.
- An interest in new digital and technology trends

HUMAN RESOURCES USE (SELECT YES OR NO)	YES	NO
Does this position fall under the definition of child related employment?	☐	☒
Does this position require incumbent to undergo criminal reference check?	☐	☒
Does this position require incumbent to demonstrate good driving Licence class required: C Class Drivers Licence	☒	☐
Will incumbent need to make disclosure of pecuniary interest?	☒	☐
Could there be a conflict of interest with secondary employment?	☒	☐