

POSITION DESCRIPTION

POSITION TITLE:	Business Engagement Officer – Place Management
DIVISION:	City Planning and Places
DEPARTMENT:	Economic Development
SECTION:	Business Engagement and Development
CLASSIFICATION:	Band 6

POSITION OBJECTIVES:

The key objectives of the position are:

- To engage with retail and hospitality businesses, primarily within Activity Centres and shopping strips in Hume City to facilitate business improvement and employment growth outcomes.
- To ensure supported businesses are aware of the wide range of business supports offered by the Economic Development Department.
- To collaborate with other departments in Council on place management activities in support of place making and place activation.
- Supervise the delivery of the Volunteer Greeter Program 12-month trial at the Hume Global Learning Centre, Sunbury

KEY RESPONSIBILITIES AND DUTIES:

General:

- Contribute to various communications prepared by the Economic Development Department, including the bi-monthly e-newsletter with relevant content regarding retail and hospitality businesses as required, and in collaboration with Council's Senior Visitor Economy Advisor as appropriate.
- Provide regular updated content for the retail and hospitality component of the Economic Development pages on the Hume City Council website as required, and in collaboration with Council's Senior Visitor Economy Advisor and relevant officers from the Strategic Projects and Places (SPP) Department.
- Respond to business enquiries in a timely manner. This includes connecting to all resources available from the Economic Development Department as well as other departments across Council as applicable.
- Support the delivery of Council's Footpath Trading Guidelines.
- Assist in the coordination and promotion of the Hume City Small Business Grants Program and the Shopfront Improvement Grant Program. This will include being trained on the SmartyGrants system and assisting the Coordinator Business Engagement and Development as required, with the various administration tasks associated with the two Grant Programs.
- Provide support to the Coordinator Business Engagement and Development as required.

Retail and Hospitality:

- Regular, on the ground business engagement primarily with businesses in Shopping Centres (including Centre Managers), Activity Centres and shopping strips throughout Hume.
- Build and maintain relationships with Centre Management in Hume’s major Shopping and Activity Centres and develop programs and activities that assist in activating the centres. This includes supporting seasonal campaigns such as Buy Local, Christmas and Easter programs.
- Support the work of Retail Business Networks and Associations in Hume as required, including the Sunbury Business Association.
- To regularly gather and maintain information on businesses within Activity Centres (Eg: business names, key contacts, email addresses, key strategic sites, and investment opportunities) and ensure the CRM is updated.

Place Management:

- Work collaboratively with the Place Making Officers in the SPP Team to support the delivery of placemaking projects and place activation activities within Hume.
- Develop and maintain relationships with a range of internal and external stakeholders, including businesses to support the delivery of placemaking and place activation projects and activities.
- Participate in cross Council working groups and other forums, where required, to support the development and delivery of placemaking and place activation projects.
- To engage regularly primarily with retail and hospitality businesses within Activity Centres and shopping strips in order to understand contemporary challenges and issues and develop measures that can assist with future business support.
- To provide retail and hospitality businesses with up to date information on latest trends and technology through newsletters, forums and networking opportunities.
- Maintain regular contact and liaison with retail and hospitality businesses primarily in the various activity centres/shopping strips within Hume.

Volunteer Greeter Program (12 Month Trial):

- Ensuring that the Volunteer Greeter Program is appropriately supported and open to the public from 10a.m. – 2 p.m., Monday to Friday except for agreed public holidays
- To supervise the Volunteer Greeter Program Administration Officer and Casual staff member in effective delivery of the Volunteer Greeter program.
- Provide oversight of Volunteer training and support.
- Liaise with other Council Departments operating from the Hume Global learning Centre – Sunbury. This includes Customer Experience, Hume Libraries and Venue Support.
- Keep the Coordinator Business Engagement and Development apprised of the performance of the Volunteer Greeter program, Volunteer members and supporting staff.
- Assist in the preparation and operation of the Volunteer Greeter Program annual budget.

<p>Position Description - For current version refer to HQ. Printed copy for immediate use only. Page 2 of 9</p>	<p>Approved By: Manager People & Culture</p>	<p>Approval Date: September 2025</p>
	<p>Author: Manager People & Culture</p>	<p>Review Date: September 2026</p>

ORGANISATIONAL RELATIONSHIPS:	
Reports to:	Coordinator Business Engagement and Development
Supervises:	N/A
Internal Contacts:	All levels of staff and management at Council, in all service areas as required relevant to the position
External Contacts:	Works with retail and hospitality businesses and other relevant external stakeholders

ORGANISATIONAL CONTEXT

VISION

Hume City Council will be recognised as a leader in achieving social, environmental and economic outcomes with a common goal of connecting our proud community and celebrating the diversity of Hume.

MISSION

To enhance the social, economic and environmental prosperity of our community through vision, leadership, excellence and inclusion.

OUR VALUES

At Hume City Council, our Values underpin everything that we do.

	<p>We're better, every day</p> <p>We give things a go and value progress over perfection. We have permission to go for it and are expected to reflect and learn.</p>
	<p>We're in it together</p> <p>At Hume, everyone matters. We welcome and include all. Respect and safety are expected.</p>
	<p>We show up</p> <p>We empower and trust others and own our work. We rise to the challenges and are expected to do what we say we will.</p>
	<p>All for Hume</p> <p>We strive to achieve our best for the Hume Community. We are proud and passionate about working towards better outcomes and expect that they are at the centre of everything we do.</p>

<p>Position Description - For current version refer to HQ. Printed copy for immediate use only. Page 3 of 9</p>	<p>Approved By: Manager People & Culture</p>	<p>Approval Date: September 2025</p>
	<p>Author: Manager People & Culture</p>	<p>Review Date: September 2026</p>

WORK HEALTH & SAFETY (WHS)

Employees are required to participate in the WHS process by:

- Following established safe working instructions, procedures and policies.
- Taking reasonable care for their own Work Health and Safety and that of others.
- Seeking assistance when unsure of practices, procedures and policies to perform a task.
- Reporting all incidents, injuries, near misses, damage to property and hazards as soon as practicable to their supervisor and the WHS Team.
- Actively participating and contributing to inspections, audits, team meetings and training.
- Ensure that relevant WHS legislation is complied with.

Managers, Coordinators, Team Leaders and Supervisors are required to participate in the WHS process by:

- Assist with the implementation of WHS policies, procedures, guidelines, work instructions and Control Plans.
- Consult with employees on WHS issues and support Health & Safety Representatives in their duties and/or requests.
- Discuss WHS issues as a part of team meetings.
- Conduct and document system reviews and inspections of employees and contractors with assistance from the WHS Team, manager(s), Health & Safety Representatives and/or employees.
- Ensure appropriate training and instruction is given to personnel allowing them to complete jobs safely and without risks to health and safety.
- Take appropriate action to alleviate any hazards, unsafe acts or omissions that are observed or brought to their attention and provide appropriate feedback and support.
- Conduct effective induction of all employees, followed by ongoing training to develop and maintain a high level of WHS awareness.
- Assist with the implementation of Return to Work Plans.
- Ensure that relevant WHS legislation is complied with.

RISK MANAGEMENT

Contribute to a positive risk management culture by complying with the *Risk Management Policy*, assisting with the implementation of the Risk Management Strategy and reporting risk management concerns and improvements to their supervisors and/or managers.

Manage risks in area of responsibility by complying with the WHS Policy and Processes and implementing appropriate risk management strategies.

Demonstrate Council's commitment to implementing best practice risk management processes.

STATEMENT OF COMMITMENT TO CHILD SAFE STANDARDS

Hume City Council is a child safe organisation with zero tolerance for child abuse. Council adheres to the Victorian Child Safe Standards and related legislation and Council acknowledges the cultural safety, participation and empowerment of all children, especially children from Aboriginal and Torres Strait Islander, or culturally and/or linguistically diverse backgrounds and those with a disability. As such, all staff must ensure that their behaviours and actions are consistent with these standards.

<p>Position Description - For current version refer to HQ. Printed copy for immediate use only. Page 4 of 9</p>	<p>Approved By: Manager People & Culture</p>	<p>Approval Date: September 2025</p>
	<p>Author: Manager People & Culture</p>	<p>Review Date: September 2026</p>

SERVICE PLANNING & CONTINUOUS IMPROVEMENT

It is a requirement of the Service Performance Principles of the *Local Government Act 2020* for Councils to continuously improve service delivery and service performance. Managers and Coordinators are responsible for undertaking service planning and continuous improvement in their area/s of responsibility and ensuring implementation of service plan actions in accordance with Council's Service Planning Framework.

ASSET MANAGEMENT

Staff are responsible for undertaking Asset Management functions in accordance with Council's Asset Management Policy to ensure Council assets continue to be appropriately managed and maintained.

ENVIRONMENTAL SUSTAINABILITY

Hume City Council has a strong and enduring commitment to environmental sustainability and prides itself on its leadership on a range of environmental issues. Council's Waste & Sustainable team and Climate Action Integration team lead Council activities in this area, however all Council departments have a direct responsibility for implementing environmental sustainability actions across all Council operations and services to the community.

Council's *Live Green Work Green* employee behaviour change program encourages staff participation in reducing the environmental impact of Council operations. Staff are encouraged to join the environmental leadership team, the *Green Team*, which guides action in this area.

HUMAN RIGHTS APPLICATION

As a public authority Council is legislated to act in ways that are compatible with human rights. The Charter of Human Rights and Responsibilities Act 2006 (Vic) provides a framework to guide decision making, to manage risks and to ensure the business of government is carried out in a balanced, transparent, and accountable way. As an employee of a public authority consideration of the human rights of all who Council aims to serve facilitates the improved provision of services, policies and strategies.

Position Description - For current version refer to HQ. Printed copy for immediate use only. Page 5 of 9	Approved By: Manager People & Culture	Approval Date: September 2025
	Author: Manager People & Culture	Review Date: September 2026

POLICE CHECK: The incumbent must have and maintain a current Police Check	
WORKING WITH CHILDREN CHECK: The incumbent must have and maintain a current Working with Children Check	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
PRE-EMPLOYMENT MEDICAL CHECK <ul style="list-style-type: none"> The incumbent must undergo a Pre-Employment Medical Check (including fitness for work and functional capacity assessments, muscular-skeletal screening and drug & alcohol test. May also include cognitive assessment.) The incumbent must undergo a Pre-Employment Audio Test 	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
PSYCHOMETRIC ASSESSMENT The incumbent must undergo a series of psychometric assessments (Psychometric testing can take various forms, such as numerical, mechanical, logical, verbal, or skills tests) to ensure suitability for the position	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
OTHER DUTIES Responsibilities and duties included in this position description are subject to the <i>Multi-skilling</i> provisions of the <i>Hume City Council Enterprise Agreement</i> as varied from time to time.	

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

The incumbent is responsible and accountable for:

- Displaying and promoting Our Hume Values & Guiding Behaviours
- Maintaining knowledge of and working within Organisation Policies and Procedures including WHS, EEO and Code of Conduct.
- Providing input into policy development within their area of expertise.
- Acting within the framework of clearly set objectives, Council policies and budgets, with the freedom to act being subject to regulations and usually subject to appeal or review.
- Providing specialist advice to retail and hospitality businesses within the Hume Municipality.
- Promoting activities that showcase retail and hospitality businesses in Hume.

JUDGEMENT AND DECISION MAKING:

The incumbent is accountable for:

- Required to exercise initiative and apply sound judgement based on prior experience or by using procedures developed from theory or precedent when making decisions to problems not previously encountered.
- Demonstrating adaptability and critical thinking, adjusting approaches as needed to thrive in dynamic environments.
- Utilising Economic Development expertise and experience to identify opportunities for Hume businesses, in particular retail and hospitality, assisting with facilitation of these opportunities in accordance with department objectives.
- Identifying customer and stakeholder needs and expectations to ensure problems are remedied promptly in line with Economic Development Department and corporate objectives.

Position Description - For current version refer to HQ. Printed copy for immediate use only. Page 6 of 9	Approved By: Manager People & Culture	Approval Date: September 2025
	Author: Manager People & Culture	Review Date: September 2026

SPECIALIST KNOWLEDGE AND SKILLS:

The following knowledge and skills are required to be utilised:

- Demonstrated knowledge and understanding of Economic Development, including the responsibilities within the Local Government sector.
- Demonstrated business administration skills including computer literacy and proficiency in the Microsoft Office suite of applications.
- Demonstrated and well-developed project management skills.
- Demonstrated ability to draft correspondence, reports, promotional materials, publications and other related business documents.
- Demonstrated knowledge and practical application experience of digital media tools and sound knowledge of social marketing mechanisms.
- Demonstrated understanding of the key challenges and business needs of retail and hospitality businesses.
- Ability to communicate and gain cooperation from various Council Departments, small and medium business owners, managers and employees in a multi-cultural and diverse socio-economic environment.

MANAGEMENT SKILLS:

The following management skills are required to be utilised:

- Demonstrated skills in managing time, setting priorities, planning and organising own work and that of supervised employees to achieve a broad range of outcomes with available resources in set timeframes.
- Supervision of the Volunteer Greeter Program at the Hume Global Learning Centre – Sunbury.
- Proven ability in demonstrating initiative, exercising judgement and working unsupervised.
- Ability to coordinate inter-departmental projects.
- Proven leadership skills with prior experience working in a team environment and positively contributing to the team to deliver organisational outcomes.
- Demonstrated ability to ensure adherence to Equal Employment Opportunity (EEO) and Occupational Health and Safety (OHS) legislation, policies and procedures.
- Capable of supporting team members by providing on the job training on matters relating to the position.

INTERPERSONAL SKILLS:

The following interpersonal skills are required to be demonstrated:

- Ability to gain cooperation and assistance from internal and external stakeholders in the administration of defined activities, including the ability to develop solutions.
- Highly developed verbal and written communication skills with the ability to prepare and present concise reports and information for staff on matters relating to the position.
- Ability to develop and maintain effective working relationships with internal and external stakeholders.
- Strong customer service skills, including the ability to communicate effectively to a broad range of people from diverse backgrounds and cultures. Including the ability to present a positive Council image when dealing with difficult situations.
- Demonstrated ability to work effectively within a team environment.

<p>Position Description - For current version refer to HQ. Printed copy for immediate use only. Page 7 of 9</p>	<p>Approved By: Manager People & Culture</p>	<p>Approval Date: September 2025</p>
	<p>Author: Manager People & Culture</p>	<p>Review Date: September 2026</p>

- Ability to liaise with and seek professional support from economic development counterparts in other organisations regarding specialist matters to resolve intra organisational problems.

QUALIFICATIONS AND EXPERIENCE:

The following qualifications and experience are required for the position:

- Degree or Diploma in Business, Marketing, Economics or similar with some relevant experience; or lesser formal qualifications with substantial experience in Business Support, Economic Development and Business Research.
- Significant experience liaising with small and medium businesses in the retail and hospitality sector.
- Demonstrated experience planning and delivering programs and projects that provide economic benefits to the local community.
- Demonstrated experience providing high-level administrative support.
- Demonstrated experience supporting and supervising Volunteers
- Current driver's licence.

TASK ANALYSIS

In undertaking the inherent requirements of their duties, a person in this position may be expected to work in or be exposed to the following conditions or activities as marked.

Condition/Activity	Constant	Frequent	Occasional	N/A
Manual handling weights – above 10kgs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
– below 10kgs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Manual handling frequency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Repetitive manual work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Repetitive bending/twisting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Repetitive kneeling/squatting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working with arms above head	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Lifting above shoulder height	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Using hand tools – vibration/powerful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Operating precision machinery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Close inspection work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wearing hearing protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wearing eye protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wearing safety shoes/boots (steel cap) / gum boots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wearing other relevant PPE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working in dusty conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working in wet/slippery conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working with chemicals/solvents/detergents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Washing hands with soap (hygiene)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Working at heights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working in chillers (+4 degrees C)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Performing clerical duties	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working on a keyboard	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driving cars and/or trucks	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

<p>Position Description - For current version refer to HQ. Printed copy for immediate use only. Page 8 of 9</p>	<p>Approved By: Manager People & Culture</p>	<p>Approval Date: September 2025</p>
	<p>Author: Manager People & Culture</p>	<p>Review Date: September 2026</p>

VARIATION TO CONDITIONS OF EMPLOYMENT:

These conditions of employment, your duties and your location may be varied by Council during the term of your employment.

The key responsibilities and duties in this position description are to be undertaken in accordance with the General Employee Handbook.

AGREEMENT:

I hereby accept and agree that by placing my electronic signature in the text box, this shall be considered as an original signature for accepting the duties in this position description. I understand that key responsibilities and duties in this position description will be undertaken in accordance with the Employee Handbook and I agree to abide by the terms and conditions stipulated therein.

Name (Please print):

Signature:

Date:

SELECTION CRITERIA:

Selection will be based on the following selection criteria; however, reference will also be made to other listed skills, knowledge and attributes as required in the position description:

1. Degree or Diploma in Business, Marketing, Economics or similar with some relevant experience; or lesser formal qualifications with substantial experience in Business Support, Economic Development and Business Research.
2. Knowledge of the retail and hospitality sector and local government’s capacity to positively influence change.
3. Demonstrated ability to engage with small and medium business owners, managers and employees, various Council Departments and other stakeholders.
4. Demonstrated oral and written communication skills including computer, technology and administrative skills and the ability to prepare reports, recommendations, presentations and other relevant correspondence.
5. Demonstrated customer service skills and the ability to respond to challenging situations and innovate when the opportunity arises.
6. Demonstrated experience supporting a Volunteer program.
7. Demonstrated experience managing a small team.
8. Current Drivers Licence

<p>Position Description - For current version refer to HQ. Printed copy for immediate use only. Page 9 of 9</p>	<p>Approved By: Manager People & Culture</p>	<p>Approval Date: September 2025</p>
	<p>Author: Manager People & Culture</p>	<p>Review Date: September 2026</p>