

Position Title:	Town Centre Place Maker
Directorate:	Office of the CEO
Award/Agreement:	TOC Enterprise Agreement 2021 (and any subsequent agreement)
Classification level:	Level 9
Directly reports to:	Manager Tourism & Events
Positions under Direct Supervision:	Nil

Organisational Context of Position

The Town of Claremont employs over 100 staff and is responsible for the local government area of approximately 5km². The Town has a population of approximately 10,000 people and is located in the picturesque western suburbs of Perth, Western Australia. The Town has five key goals areas: Leadership and Governance, People, Liveability, Environmental Sustainability and Prosperity.

Organisational Mission

We exist to deliver quality services for Claremont today and to build the foundation for the future.

Organisational Vision

The Town is a progressive, respectful, sustainable, local government supporting a connected, flourishing community.

Organisational Values

- **Respect:** We are responsible for how we behave in our workplace and will show respect and courtesy to all of our colleagues and customers.
- **Integrity:** We are open, accountable and honest.
- **Quality Communication:** We demonstrate our respect for our community and each other through timely, accurate and understandable communication.
- **Customer Service:** Every contact with a customer is important and an opportunity to demonstrate our commitment.
- **Excellence:** Our focus is quality outcomes achieved on time, on budget.

OBJECTIVE OF THIS POSITION

This position is responsible for delivering a central customer service point for businesses in the Claremont Town Centre, providing advice, support, marketing, activations and other initiatives that help build and sustain our central business district.

Objective 1: Business Liaison

- Build strategic partnerships between the Town, business groups, property owners and local businesses, to improve the liveability of the town centre and manage activities to deliver positive community engagement outcomes.
- Act as the contact point for the town centre businesses and assume the responsibility for community and stakeholder engagement as required.
- Develop and maintain excellent rapport and relationships with all Claremont Town Centre businesses through one-on-one meetings, fortnightly newsletters, email and phone contact.
- Manage the Claremont Town Centre Small Business Grant and Night Time Activation Grant programs.
- In response to business needs, and in conjunction with the Small Business Development Corporation (and other providers), implement training and development opportunities for businesses.
- Prepare reports to the Claremont Town Centre Advisory Committee, attend and present at meetings and provide progress updates when required.
- Be a liaison point to other areas of the Council Administration and to Council officers in respect to Town Centre business improvements and economic development outcomes.
- Research and provide data, statistics and information to businesses, Council and senior staff to support the ongoing viability and planning for the Claremont Town Centre.
- Advocate for the Town Centre ensuring that Town projects continue to deliver high-quality streetscapes and public spaces.

Objective 2: Marketing & Events

- Actively plan, develop, implement and report on a range of events and activations that drive economic and social benefits for the Claremont Town Centre.
- Manage budget, contract management and the engagement of contractors to deliver required services.
- Develop and implement marketing and PR strategies to promote Claremont Town Centre as a destination.
- Collaborate with town centre business to create engaging events and activations.
- Create marketing plans and creative briefs to inform the Corporate Communications team.
- Implement marketing campaigns for Town Centre Events.
- Develop content for Claremont Town Centre social platforms.
- Work with teams across the organisation to develop, maintain, and continually improve the Claremont Town Centre pages on the Towns website.
- Source and write content for the Town's regular e-newsletter and quarterly Flourish Magazine.
- Provide profiling opportunities for Claremont Town Centre businesses.

Objective 3: Customer Experience

- Foster, advocate and implement the Town’s Customer Experience Charter.
- Work collaboratively and effectively with other business units to assist in achieving the goals of the organisation.
- Maintain good relations with the general public and promote Council’s operations in a professional manner at all times.
- Assist operational staff and contractors with their daily work requirements in a friendly, helpful and professional manner.
- Carry out other duties as requested by management which may be reasonably expected within the scope of the classification level and skill base of the employee.

Objective 4: Occupational Health & Safety (For all Staff)

- Comply with all workplace procedures for hazard identification, risk assessment and risk control.
- Actively participate in safety activities associated with the management of workplace health and safety.
- Follow policy and procedures as required.
- Take reasonable care to ensure his/her own safety and health at work.
- Avoid adversely affecting the safety of any other person.
- Identification and reporting of health and safety hazards, accidents, incidents, injuries, property damage at the workplace.
- Ensure the correct personal protective equipment is used for the task or activity.

Objective 5: Corporate Responsibility (All Staff)

- In all actions, be accountable and employ ethical decision making and good governance in line with Town’s Code of Conduct, values, policies and procedures.
- Demonstrate an ongoing commitment to the Town’s Customer Experience Charter.
- Provide a high level of customer service.
- Promote and maintain harmonious relationships in the workplace.
- Ensure efficient and appropriate use of resources.
- Promote the development of efficient work practices.
- Maintain good relations with the general public and promote Council’s operations in a professional manner at all times.
- Adhere and follow the Town’s Record Keeping Plan.
- Carry out other duties as requested by management which may be reasonably expected within the scope of the classification level and skill base of the employee.

Objective 6: Continuous Improvement (All Staff)

- Employ the mind set of continuous improvement to all work tasks.
- Support team members to review and analyse processes to identify possible improvements.
- Contribute to developing a culture of acknowledging and celebrating efforts to improve processes.

SELECTION CRITERIA**Essential**

- A tertiary qualification in economic development, business, commerce, economics or similar relevant discipline or relative work experience.
- 5+ years’ experience working in a similar economic development role, liaising, advocating and supporting stakeholders.
- Knowledge and appreciation of the importance of small business to the local economy and the current issues facing small business.

- Excellent customer service, communication and interpersonal skills.
 - Knowledge in research and data analysis that drives economic development.
 - Demonstrated ability to multitask, with highly developed time management skills.
 - Ability to work some weekends and evenings
- Desirable**
- Working knowledge of local government and the relationship between private and public sector.

REQUIREMENTS

The Town requires all staff prior to commencing employment to:

- Provide an original qualification for sighting or a certified copy of qualification (where listed as Essential in Position Description).
- Provide for sighting 100 points of identification including at least one with a photograph (i.e. Driver’s License and Passport or Birth Certificate).
- Complete a pre-employment medical (Town’s GP to confirm fitness to work in position).
- Complete a Police Clearance (to be assessed by Human Resources).
- Provide evidence of the Right to Work in Australia.
- Sign a change of circumstances employee declaration.

Some positions may be required to undertake other checks and verifications such as Working With Children Check and these will be specifically indicated in the Selection Criteria.

Signatures

Chief Executive Officer Approval	
Signature	Date
Employee	
Signature	Date

Review date: November 2022