

## Position Description

<b>Position Title:</b>	<b>Placemaking Officer</b>
<b>Business Unit:</b>	Place Making and Revitalisation Unit
<b>Department:</b>	Business and Revitalisation
<b>Directorate:</b>	Greater Dandenong Business
<b>Classification:</b>	Band 7
<b>Date:</b>	August 2022
<b>Reports to:</b>	Coordinator Place Making and Revitalisation
<b>Supervises:</b>	Nil
<b>Internal Liaison:</b>	Greater Dandenong Business Department / Media and Communications Unit Arts and Cultural Development Unit / Festivals and Events Unit Open Space Planning and Sustainability unit / City Improvement Department Transport and Civil Development Department / Other Council staff as required
<b>External Liaison:</b>	Local businesses / Service providers / Community leaders / Artists / Consultants Industry Associations / Government agencies (including Development Victoria, Creative Victoria, Office of Suburban Revitalisation, DELWP and others as required) Other local government placemaking staff / external business/agencies as required

### 1. Position Objectives

The primary objectives of the position are to:

- The Placemaking Officer is responsible for implementing Greater Dandenong's longstanding and highly regarded Placemaking and Revitalisation Program for its three activity Centres – Dandenong, Springvale, and Noble Park, to build resilient communities, foster a strong sense of place, increase visitation, and enhance perceptions of the city broadly.
- Working collaboratively with the Coordinator Placemaking and Revitalisation, and other colleagues, the Placemaking Officer will develop programs and projects, oversee delivery, evaluation and continuous evolution and improvement.

### 2. Key Responsibility Areas / Position Specific Responsibilities *\*Also refer to Appendix 1 - Additional Key Responsibility Areas / Position Specific Responsibilities for all employees*

Main areas of responsibilities will include but is not limited to:

#### Implementation of the Placemaking and Revitalisation Program

- Support and work with the Coordinator Placemaking and Revitalisation to deliver Greater Dandenong's annual Placemaking and Revitalisation Program in collaboration with the Manager Business and Revitalisation and other key internal stakeholders.
- Design and effectively project manage creative and innovative Place Activation and Placemaking projects and programs within budget, including maintaining up to date project management documentation using Council's project management methodology and templates.
- Participate in cross Council working groups and other forums and, where required, lead internal working groups to facilitate the development and delivery of the Placemaking and Revitalisation program.
- Develop and implement a monitoring and evaluation framework for place activation projects and programs, utilising the principles and methods of evidence-based and best practice placemaking, community engagement and project management.
- Design and deliver community engagement activities, workshops, networks and like programs to support the design and development of place activation, placemaking and revitalisation projects and programs
- Develop and maintain strong strategic working relationships with a range of internal and external stakeholders, including businesses, residents, Government agencies, industry associations, cultural organisations, social enterprises, and community groups.
- Regularly engage with project partners and other identified stakeholders (internal and external) in the ongoing delivery and monitoring of the place making and revitalisation program.

#### Contract Management

- Procurement of relevant goods and services to deliver the placemaking and revitalisation program, including procurement of agencies to carry out delivery of activation and placemaking activities.

- Documentation of the place activation budget, as well as responsibility for contract management and oversight of suppliers and those delivering activation and placemaking activities on the ground.

#### Communication

- With support of the Coordinator Placemaking and Revitalisation, prepare Council reports, Briefing Papers, and memorandums
- Draft communications, media and marketing materials and campaigns to generate awareness and excitement about local activations and placemaking projects, communicating the benefits of place-based approaches to internal and external networks.

### **3. Overall Position Accountability and Authorities**

The position is directly held responsible for:

- The Placemaking Officer is accountable to the successful implementation of a range of placemaking and revitalisation activities, events, and programs for the Placemaking and Revitalisation Unit. The freedom to act in this regard is governed by policies, objectives and budgets, frequent prior consultation with and a regular reporting mechanism to the Coordinator Placemaking and Revitalisation ensure achievement of goals and objectives,
- Decisions and actions taken in this regard may have a significant effect on the programs or projects being managed or on the public perception of the wider organisation,
- When providing specialist advice to clients or to regulate clients, the freedom to act is subject to professional and regulatory review,
- The impact of decisions made, or advice given may have a substantial impact on individual clients or classes of clients,
- Where the position provides input into or responsibility for formulation of a range of plans, policies and strategies being managed by the unit, the work will be of an investigative, analytical, or creative nature, with the freedom to act generally prescribed by a more senior position. The quality of the work of these positions can have a significant effect on the policies which are developed

### **4. Judgement and Decision-Making Skills**

Judgement and decision making will be within the following scope:

- The role is essentially problem solving, the nature of the work is specialised with methods, procedures and processes generally developed from theory or precedent. The problem-solving process comes from the application of these established techniques to new situations
- Where involved in plan, policy and strategy formulation, the primary challenge will be intellectual and will typically require the identification and analysis of an unspecified range of options before a recommendation can be made.

#### Independently

- Work independently and manage priorities.

#### With Input from the Coordinator Placemaking and Revitalisation:

- Make decisions based on input gained from appropriate consultation, **and** professionals with knowledge of the sector,

#### Recommends and Identifies to the Coordinator Placemaking and Revitalisation:

- In consultation/collaboration with other staff contribute to the development, of key strategic directions for Council on social issues;

#### Guidance:

- Guidance is not always available within the organisation or the Coordinator Placemaking and Revitalisation.

### **5. Specialist Skills and Knowledge**

The essential position requirements include:

- This specialist role requires proficiency in the application of a theoretical or scientific discipline in the search for solutions to new problems and opportunities
- Developing Placemaking and Revitalisation programs, projects, and research opportunities for funding through potential grants, sponsorship or similar, through demonstrated knowledge in place activation and place making including knowledge of current trends, issues and needs in place making and activation.
- Project management skills including project development and implementation, community engagement, planning and resource management ensuring delivery of outcomes within budget and agreed timeframes.
- Demonstrated ability to plan, develop, implement, and evaluate place-based activities and programs, particularly in outdoor settings including understanding of OH&S, public liability, infrastructure, and risk management issues in relation to outdoor events and activations.
- Understanding of key issues facing local residents, businesses, creatives, and diverse communities within Greater Dandenong Activity Centres, working with diverse stakeholders including hospitality, arts and

- culture, retail, and community groups, and people from a wide variety of backgrounds.
- Where involved in plan, policy and strategy formulation, analytical and investigative skills are **required to** enable the formulation of policy options from within a broad organisation-wide framework.
- An understanding of the long-term goals of Council, including those of the Placemaking and Revitalisation Unit / Greater Dandenong Business, as well as Council's values and aspirations and of the legal and political context in which it operates.

## 6. Management and Interpersonal skills

The essential position requirements include:

- Managing time, setting priorities, planning and organising one's own work and where appropriate that of other employees so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timeframe despite conflicting pressures.
- An understanding and an ability to implement personnel policies and practices including awards, equal opportunity and occupational health and safety policies, recruitment and selection procedures and techniques, position descriptions and employee's development schemes. They would be also expected to contribute to the development and implementation of long-term staffing strategies.
- Ability to gain cooperation and assistance from clients, contractors, members of the public and other employees in the administration of broadly defined activities and to motivate and develop other employees.
- Liaise with their counterparts in other organisations to discuss and resolve specialist problems and with other employees within their own organisation to resolve intra-organisational problems.
- Excellent verbal and written communication skills with a demonstrated ability to write reports in their field of expertise and to prepare external correspondence across a range of media styles.

## 7. Qualifications and Experience (Key Selection Criteria)

Selection of the most suitable applicant will be based on the following:

### Essential

- Tertiary qualification in a relevant area which may include Urban Design or Architecture / Community, Cultural or Economic Development / Landscape Architecture / Events Management / Community, Social Planning or Social Sciences with significant subsequent relevant skills, knowledge, and work experience. Alternatively, lesser formal qualifications may be considered along with extensive relevant skills, knowledge, and work experience. Relevant skills, knowledge and work experience should include:
  - Significant level of knowledge and understanding of the principles and practices of placemaking, community planning or urban revitalisation,
  - Understanding of event/project management processes and experience in undertaking event/project management practices,
  - Ability to participate in multi-faceted projects and activities and implement partnerships with stakeholders – both internal and external, ensuring actions are based on sound and appropriate community focused placemaking principles; manage the implementation and ensure delivery within timelines and budgets,
  - Ability to incorporate systems thinking to initiate and deliver placemaking solutions and strategies that are practical, innovative and address identified community needs and issues.
  - Ability to apply relevant theoretical frameworks from areas such as place management, community development, and urban design to a range of issues and contexts.
- Demonstrated well developed organisational, analytical, and problem-solving skills and well-developed advocacy skills, including gaining internal and external stakeholder 'buy-in' to projects and programs.
- Demonstrated experience working with diverse community groups, cultures and industry sectors including working with businesses and government departments.
- Demonstrated ability to work in a small team environment, prioritising responsibilities to achieve goals and working collaboratively to meet deadlines and agreed standards,
- Excellent verbal and written communication skills with a demonstrated ability to prepare a wide range of reports, correspondence and media formats as well as deliver verbal and public presentations of a high standard,
- Demonstrated proficiency in a range of software and data applications including but not limited to Microsoft Office suite of products,

- Satisfactory (and ongoing) Working with Children's and Police Checks supplied prior to offer of employment and commencement.

### **Verification**

We certify that the content of this Position Description accurately reflects the overall role and accountabilities of the position:

#### **Prepared by:**

<b>Name:</b>	Dana Harding	<b>Signature:</b>	
<b>Date:</b>	August 2022		

#### **Manager:**

<b>Name:</b>	Kevin Van Boxtel	<b>Signature:</b>	
<b>Date:</b>	August 2022		

#### **Director:**

<b>Name:</b>	Paul Kearsley	<b>Signature:</b>	
<b>Date:</b>	August 2022		

#### **Position Occupant:**

<b>Name:</b>		<b>Signature:</b>	
<b>Date:</b>			

### **Inherent Physical / Cognitive Requirements of the position**

Not specific to this role (the position does not require more than 10-15% manual handling. A Task Analysis to identify detailed Physical Requirements of the role is not required).

Authorised by: Name

Signature

<b>Cognitive Demand</b>	<b>Yes</b>	<b>No</b>
Regular communication with team/work mates	✓	
Regular communication with others	✓	
Verbal instruction and supervision of others		✓
High concentration	✓	
Planning and problem solving	✓	
Job/task organisation	✓	
Short-term memory	✓	
Long-term memory	✓	

## Position Description

### APPENDIX 1

#### Additional Key Responsibility Areas / Position Specific Responsibilities for all employees

##### Business Unit Responsibilities

- Undertake Emergency Management duties as required by assisting in Emergency Management activities.
- At all times, take responsibility for maintaining the strictest levels of confidentiality regarding ratepayers, customers and employees.
- Make an ongoing, positive contribution to the Directorate.

##### Change Management

- Positively embrace, adopt and meet the challenges of change as it occurs within the organisation while possessing a 'can do' attitude in order to embrace new tasks and to assist others.

##### Team Effectiveness

- A demonstrated ability to work in a team environment and actively participate as a committed and valued team member to ensure a cohesive approach to achieving team and corporate objectives.
- Be a team player and adopt team practices that support a team approach across the organisation by supporting each other in a team environment to recognise individual team achievements and achieve team targets.

##### Organisational Requirements

- A committed employee, behaving in a manner consistent with personal and professional workplace standards, including responsibilities regarding child safety and wellbeing, as outlined in Council's Code of Conduct and other Council policies, procedures, and guidelines.
- In accordance with the responsibilities of your role, positively support Council's response to the climate emergency by helping facilitate a whole-of-organisation approach where climate change mitigation and adaptation is embedded into all Council services, assets, operational and decision-making processes.
- Make a positive contribution to Council and be mindful of the requirements outlined in the Victorian Charter of Human Rights in the provision of service delivery while respecting the rights of colleagues and customers at all times.
- Act respectfully, responsibly and be accountable for your actions.
- Ensure compliance to relevant OHS regulatory requirements and implement, promote, and maintain Council's OHS and return to work (RTW) policies, procedures, training programs and perform other duties as directed within the limits of acquired skills, knowledge and training.
- Understanding of and ability to work with diversity within the workplace and community, including:
  - Zero tolerance of racism and expectations that staff [and volunteers] will act on incidents of racism; and
  - Supporting Aboriginal and Torres Strait Islander children to express their culture and enjoy their cultural rights.
- Perform other duties as directed within the limits of acquired skills, knowledge and training.
- Manage Council records in accordance with the relevant Council policies and corporate requirements to protect personal information.