

# Place Activation Specialist

## Position profile

<b>Business Unit</b>	Community Life	<b>Position number</b>	P11086
<b>Department</b>	City Life	<b>Status</b>	Full Time Permanent
<b>Salary group</b>	13	<b>Date endorsed</b>	22 December 2020
<b>Reports to</b>	Coordinator Community and Place Activation		

## Overview

Bayside Council is an exciting place to work, live and play. The Bayside Council area covers approximately 50 square kilometres and over 160,000 people call Bayside home.

Bayside Council is the gateway to Sydney's south. With significant state infrastructure within our boundaries and key transport corridors between Port Botany, Sydney Airport and greater Sydney, change is everywhere and so are the opportunities.

By working together, we are making a difference across our Council, creating a great future.

This is an exciting opportunity for an innovative, customer centric and outcomes focused individual to be part of a modern, dynamic organisation that serves the Bayside community well.



## Values

The following values were developed by Bayside Council employees and underpin our shared commitment in delivering our vision for the future.

The values guide us and define how we strengthen our working environment to deliver on the aspirations of our community.

- **Visionary Leadership** - We are all leaders - decisive, outward focused and forward thinking, setting the vision for Bayside Council today and into the future
- **Empowered People** - We are courageous and innovative - committed to making a difference in our work
- **Meaningful Relationships** - We support and invest in each other - creating a strong collaborative culture
- **Exceptional Service** - We go above and beyond - delivering an outstanding customer experience every time

## Primary purpose of the role

This role will work with the community and organisations throughout Bayside to contribute to the cultural wellbeing of the LGA, improve the capacity of the local community and increase the vibrancy of town centres and neighbourhoods.

The role of the Place Activation Specialist is key to delivering equitable and local access to cultural experiences, activities and programs that reflect community aspirations and the rich and evolving cultural fabric of the LGA.

This role will work collaboratively with internal and external stakeholders to develop and support creative ideas, projects and initiatives that position Bayside as a unique LGA with an interesting identity

This role will work in close conjunction with Council's Business Liaison Specialist and other team members to deliver measurable and effective social and cultural campaigns and design outcomes to enhance the Bayside brand, improve the vibrancy of town centres and open spaces and increase visitation.

## Key accountabilities

Within the area of responsibility, this role is required to:

- Work with stakeholders across Council to deliver a place based and inclusive approach to capacity building while maintaining the lead in supporting social and cultural programs with a focus on activation of town centres and important places.
- Develop, deliver and evaluate a comprehensive program to activate identified facilities, town centres and outdoor spaces, fostering learning and community engagement

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- Ensure new and innovative social, cultural and arts based events and projects are brought to Bayside that have a positive branding and economic development impact on town centres and important places.
- Support delivery of local community engagement campaigns using a variety of contributors from business, the community, cultural connections or the arts through activities, programs or events.
- Identify and facilitate opportunities for community engagement and participation to strengthen social and cultural connections and provide a sense of unique place
- Develop strong links with relevant service/funding bodies to advocate on behalf of the community and ensure their needs are represented
- Work with the Business Liaison Specialist to develop strategy around the activation of identified town centres to support the sustainability of local business
- Develop collaboration with event organisers to encourage events that drive economic activity to town centres/the LGA
- Assess and evaluate internal referrals related to social and cultural outcomes within development in Bayside.
- Create partnerships with local and regional community groups and organisations, state and federal government agencies to determine gaps in access to cultural initiatives and respond to opportunities
- Support the development of Council's social and cultural policies and plans through research and analysis of data trends and the provision of advice, assistance and high quality information.
- Promote the positive and collaborative culture and values of the organisation through open, fair and transparent decision making and ethical, professional behaviour
- Work in collaboration with and assist the team, manager and other key stakeholders to achieve business unit goals, work requests, demands and Council priorities

## **Key challenges**

- Building collaborative relationships that support Council's commitment to diverse, active and inclusive communities
- Ensuring an integrated and strategic focus to the development of activation programs.
- Balancing excellent customer service with community expectations, staffing and resources and government requirements in a politically sensitive environment
- Delivering value for all stakeholders in an ethical, social and environmentally responsible manner

## **Role Dimensions**

### **Decision Making**





- The role is accountable to deliver activities, on time, within budget and to meet expectations in terms of quality, deliverables and outcomes.
- Accountable for implementing the decisions made by the governing body, General Manager and Directors of Council.
- Guided by Council-agreed strategic plans, statutory guidelines and relevant legislation.
- Determine day-to-day priorities in line with agreed work unit plans.
- Participate in stakeholder meetings on behalf of Council to share information, provide input on matters of common interest and to promote the Bayside LGA.
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### Essential Requirements

- Tertiary or other qualifications and/or equivalent experience in a relevant field.
- Current Drivers Licence Class C.

## Competency summary

Below is the full list of competencies adapted from the NSW Public Sector Capability Framework and the level required for this role. The competencies in bold are the focus competencies for this role. Refer to the next section for further information about the focus competencies.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	<b>Manage Self</b>	<b>Intermediate</b>
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Intermediate
	Commit to Customer Service	Intermediate
	<b>Work Collaboratively</b>	<b>Intermediate</b>
	Influence and Negotiate	Intermediate
 Results	<b>Deliver Results</b>	<b>Foundational</b>
	Plan and Prioritise	Foundational
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Foundational
 Business Enablers	Finance	Foundational
	<b>Technology</b>	<b>Foundational</b>
	Procurement and Contract Management	Foundational
	Project Management	Foundational

## Focus Competencies

The focus competencies for the role are the competencies in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Manage Self	Intermediate	<ul style="list-style-type: none"> <li>Adapt existing skills to new situations</li> <li>Show commitment to achieving work goals</li> <li>Show awareness of own strengths and areas for growth and develop and apply new skills</li> <li>Seek feedback from colleagues and stakeholders</li> <li>Maintain own motivation when tasks become difficult</li> </ul>
<b>Relationships</b> Work Collaboratively	Intermediate	<ul style="list-style-type: none"> <li>Build a supportive and co-operative team environment</li> <li>Share information and learning across teams</li> <li>Acknowledge outcomes which were achieved by effective collaboration</li> <li>Engage other teams/units to share information and solve issues and problems jointly</li> <li>Support others in challenging situations</li> </ul>
<b>Results</b> Deliver Results	Foundational	<ul style="list-style-type: none"> <li>Complete own work tasks under guidance, within set budgets, timeframes and standards</li> <li>Take the initiative to progress own work</li> <li>Identify resources needed to complete allocated work tasks</li> <li>Seek clarification when unsure of work tasks</li> </ul>
<b>Business Enablers</b> Technology	Foundational	<ul style="list-style-type: none"> <li>Display familiarity and confidence in the use of core office software applications or other technology used in role</li> <li>Understand the use of computers, telecommunications, audio-visual equipment or other technologies used by the organisation</li> <li>Understand information, communication and document control policies and systems, and security protocols</li> <li>Comply with policies on acceptable use of technology</li> </ul>

## Corporate Obligations

<b>Budget</b>	Council adopted budget for financial year.
<b>Delegations</b>	Decisions associated with this position are to be made in accordance with the Delegations of Authority approved by the General Manager.
<b>Risk Management</b>	Contribute to Council's risk management framework.
<b>Integrated Management Systems</b>	Continually review policies, procedures & processes to increase organisational effectiveness and efficiency and create a culture of innovation and continuous improvement.
<b>Workplace Health and Safety</b>	<p><b>Workers</b> have overall responsibility, accountability and authority to ensure their workplace is a healthy and safe workplace for all workers and will have the following work health and safety (WHS) responsibilities:</p> <ul style="list-style-type: none"> <li>• Participate in the implementation of WHS information within Council's Safety Management System (SMS)</li> <li>• Participate in consultation of WHS issues in their area of responsibility and WHS reporting, risk assessment and incident investigations</li> <li>• Develop the necessary knowledge and skills to effectively enable you to carry out your WHS responsibilities that are assessed through KPIs noted in your Individual Work Objectives</li> <li>• Wear personal protective equipment and follow safe work procedures, where relevant</li> <li>• Report all hazards, near misses, and incidents as soon as practical to Manager, Coordinator or Team Leader and no later than 24 hours following the event, and</li> <li>• Participate in incident investigations and risk assessments within 24 hours of notification.</li> </ul> <p><b>INDOOR EMPLOYEE:</b> To be aware of appropriate procedures in relation to safe manual handling techniques when undertaking work tasks, including:</p> <ul style="list-style-type: none"> <li>• Lifting/moving files, storage boxes etc,</li> <li>• Moving equipment for set up and storage,</li> <li>• Moving tables and chairs for meetings or training,</li> <li>• Sitting and working posture when in meetings and at the workstation.</li> </ul>
<b>Code of Conduct</b>	All staff are required to adhere to the Code of Conduct and associated policies, including, but not limited to Gifts and Benefits policy; Secondary Employment policy; Public Interest Disclosure policy; and Bullying & Harassment Prevention policy.
<b>Customer service</b>	Provide quality customer service to external and internal customers in accordance with Council's values, policies and procedures.
<b>Records Management</b>	Comply with Council's Records Management policies, procedures and guidelines.
<b>Disclosures of Interest</b>	Disclose pecuniary interests (if a designated person in accordance with s 441 of the Local Government Act 1993).

**HUMAN RESOURCES USE**

Does this position fall under the definition of child related employment?	<b>No</b>
Does this position require incumbent to undergo criminal reference check?	<b>No</b>
Does this position require incumbent to demonstrate good driving record or possess a specific licence?	<b>No</b>
<b>Specify licence:</b>	
Will incumbent need to make disclosure of pecuniary interest?	<b>Yes</b>
Could there be a conflict of interest with secondary employment?	<b>Yes</b>