



Position Details

Position title:	Head of Economic Development
Award Classification:	SEO
Department:	Economic Development
Division:	City Planning and Sustainability
Date Approved:	August 2026
Approved By:	Manager City Planning and Sustainability

Organisational Relationships:

Reports To:	Manager City Planning and Sustainability
Supervises:	Business Engagement Coordinator and Industry Development Officer
Internal Stakeholders:	Council Employees and Managers, Executive Team and Councillors
External Stakeholders:	Residents, members of the public, government representatives, Statutory Authorities, clients, suppliers, consultants and Contractors. Local businesses (SMEs to major employers), trader associations, industry bodies, commercial landlords and real estate agents, residents and visitors, consultants and contractors, state and federal agencies, statutory authorities, chambers of commerce and education providers.

Position Objectives

- Provide whole of council economic leadership, ensuring economic considerations, insights and opportunities are embedded across all Council strategies, major projects, statutory planning, place programs and capital works.
- Represent the organisation as relationship lead and the senior economic development advisor, providing the CEO, ELT and Council guidance on industry trends, market conditions, and opportunities to strengthen the municipality's economic performance.

- Lead Council's economic development portfolio, including strategy development and implementation, local business capacity and capability uplift, investment attraction, industry development, visitor economy, tourism, and strategic precinct economic planning.
- Support the development and improved economic performance of strategic precincts including Fishermans Bend, coastal and foreshore precincts, activity centres, and other high value locations.
- Strengthen partnerships and activities with key industries such as wellness, sport and recreation tourism and events, hospitality, retail, creative industries and professional services.
- Provide strong people leadership to the Economic Development team and contribute to the broader leadership of the City Planning and Sustainability.

Key Responsibilities and Duties

- Lead an organisation wide approach to economic development, ensuring economic outcomes are embedded in corporate planning, service design, strategic planning and major initiatives.
- Be the key organisational relationship lead with key external agencies and bodies, such as the State Government, to deliver economic development priorities for the city.
- Provide expert advice to internal departments including Planning, Infrastructure, Arts Festivals and Events, Property, Place and Precincts, Open Space and Assets.
- Lead cross council economic initiatives and internal working groups supporting economic priorities.
- Build economic capability across the organisation through tools, training, education and cross functional collaboration.

Economic Development & Industry Support

- Oversee business resilience, retention, and attraction programs across the municipality.
- Build strong relationships with local industries and major partners, including wellness and sporting bodies developers, tourism operators, and traders.
- Support local industries in navigating change, regulation, development processes and growth opportunities.
- Provide expert economic advice to support investment, major events, tourism initiatives and place activation.

Destination Management & Tourism Leadership

- Lead visitor economy planning across Council, ensuring alignment between events, tourism, place activation and marketing.
- Strengthen the visitor economy and enhance Council's positioning as a destination of choice.

- Oversee major events support including events of state significance such as the Formula 1 Australian Grand Prix, ensuring Council readiness and cross departmental coordination.

Strategic Precinct Development

- Provide economic leadership for Fisherman's Bend, supporting industry transition, innovation, job creation, and investment attraction.
- Support coastal and foreshore precincts, visitor economy initiatives, and tourism enhancement.
- Work closely with planning and capital delivery teams to ensure economic perspectives inform early planning, feasibility, design and project delivery

Investment Attraction, Development & Property Engagement

- Foster relationships with developers, investors, commercial property owners, and real estate stakeholders.
- Provide economic insights to planning processes, land use strategies, and commercial development proposals.
- Promote the municipality as a business friendly and investment ready community.

Leadership

- Lead, support and empower the Economic Development team to deliver quality outcomes.
- Create a high performing team culture focused on collaboration, innovation, project and program delivery, accountability and strong customer experience.
- Manage budgets, resources and reporting aligned to Council priorities.

Accountability and Extent of Authority

- Is accountable to the Manager, City Planning and Sustainability, for delivering whole of council economic leadership.
- Is responsible for the performance, culture and productivity of the Economic Development team.
- Oversees economic development budgets, programs and recurrent expenditure.
- Development and delivery of economic development strategy for the city
- Makes decisions within broad organisational frameworks and Council policy.
- Identifies and manages risks associated with business development, industry engagement and economic initiatives.
- Provide authoritative guidance to local businesses on programs, regulatory pathways and support opportunities.
- Decisions/actions may significantly affect project outcomes and public perception; represent Council in industry and special interest forums.

- Oversee or contribute to grant applications and manage relationships with funding agencies for the Economic Development portfolio.

Judgement and Decision Making

- Apply high level strategic thinking, conceptual ability and economic insight to support organisational decision making.
- Use initiative to identify and pursue economic opportunities across precincts, industries and programs.
- Operate under broad direction with responsibility for complex problem solving.
- Represent Council professionally in external forums and partnerships.
- Use discretion when dealing with sensitive commercial, industry or market information.

Specialist Skills and Knowledge

- Extensive knowledge of economic development, industry trends, business environments, property markets and local government functions.
- Understanding of major events, tourism, destination management and their economic impact.
- Understanding of precinct economics, land use planning impacts, development trends and investment attraction.
- High-level communication, negotiation and relationship management skills.
- Skilled in interpreting data, market research and economic analysis to inform strategy.
- Strong ability to communicate complex ideas in clear, audience appropriate formats.

Management Skills

- Demonstrated ability to lead in a dynamic, demanding environment.
- Strong capability to manage competing priorities, deadlines and strategic programs.
- Ability to lead teams effectively through empowerment, coaching, performance management and professional development.
- Strong organisational skills, budgeting capability and resource management experience.
- Ability to work collaboratively across all levels of the organisation.

Interpersonal Skills

- High-level communication and relationship building skills across a wide variety of internal and external stakeholders.
- Ability to influence, persuade and negotiate in complex, multi-stakeholder environments.
- Skilled in fostering cross functional collaboration and shared outcomes.
- Ability to work sensitively and professionally within politically aware settings.

Qualifications and Experience

- Tertiary qualifications in economics, business, marketing, tourism, commerce or a related field (post-graduate qualifications desirable).
- Experience in economic development, industry engagement, investment attraction or related fields.
- Experience providing high-level strategic advice in complex organisational or government environments.
- Demonstrated experience leading teams and delivering Cross organisational outcomes.
- Experience leading strategic relationships and working closely with executive officers and elected representatives

Mandatory Requirements

- Victorian Driver Licence and VicRoads Licence verification

Child-Safe Standards

- Maintain a child safe culture at City of Port Phillip by understanding and activating your role in preventing, detecting, responding and reporting suspicions of child abuse to the relevant authorities by adhering to relevant City of Port Phillip policies and relevant legislation.

Occupational Health and Safety Responsibilities

- All employees of City of Port Phillip are responsible for maintaining and ensuring the OHS programs in their designated workplace as required by the Occupational Health and Safety Act 2004. Where applicable this includes taking every reasonably practicable step to ensure the health and safety of employees, contractors, visitors, and members of the public through identifying hazards, assessing risk, and developing effective controls within the area of responsibility and by adhering to relevant City of Port Phillip policies and legislation. Our leaders are responsible for championing and enhancing safety in our organisation.

Diversity and Equal Employment Opportunity

- The City of Port Phillip welcomes people from diverse backgrounds and experiences, including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse (CALD) backgrounds, LGBTIQ+, people with disability, as diversity and inclusion drives our success. Our leaders are responsible for championing and enhancing diversity and inclusion in our Organisation and City.

Security Requirements and Professional Obligations

Pre-employment screening will apply to all appointments.

Prior to a formal letter of offer, preferred applicants will be asked to provide:

- Evidence of mandatory qualifications/registrations/licences,
- Sufficient proof of their right to work in Australia
- Sufficient proof of their identity.
- Complete a National Police Check completed **via** City of Port Phillip's Provider.
- Evidence of a Working with Children Check (employee type with City of Port Phillip registered as the organisation).

Key Selection Criteria

- Relevant tertiary qualification in economics, urban planning, public policy, business, management or a closely related discipline, supported by substantial senior-level experience in economic development or a related field.
- An energetic, engaging and collaborative leader with a demonstrated track record of providing whole-of-organisation leadership, contributing to strategic transformation and fostering a positive organisational culture.
- Demonstrated expertise in economic development, including strategy development and implementation, precinct-based economic planning, industry development, investment attraction and business resilience, underpinned by robust economic analysis and market intelligence.
- Proven ability to embed economic considerations into corporate planning, statutory planning, infrastructure programs and major capital projects, and to provide clear, commercially sound advice to executive leadership and elected representatives.
- Extensive experience building and maintaining high-value relationships with industry, investors, developers, government agencies and funding partners, positioning an organisation as business-friendly and investment-ready.
- Excellent written and verbal communication skills, with the ability to translate complex economic issues into clear, persuasive advice, alongside demonstrated capability in mentoring and developing high-performing teams in complex environments.

City of Port Phillip celebrates a vibrant and diverse work environment and community, which includes people of Aboriginal and/or Torres Strait Islander background, people of diverse sexual orientation and gender, people from culturally and linguistically diverse backgrounds and people of varied age, health, disability, socio-economic status, faith and spirituality. Employees are able to develop both professionally and personally whilst planning and delivering a range of important services and programs to the community.