

Position Description



Job Details

Job Title:	Manager Economic Development
Reports to:	Director City Strategy
Directorate:	City Strategy
Position Number:	SP0115
Grade:	10
Date:	May 2026
Objective Doc Ref:	A5276725

Position Purpose/Job Summary

The Manager Economic Development leads Council's economic development function and is responsible for the strategic implementation of the Fairfield City Economic Development Strategy to support economic growth, investment attraction, local employment generation and the long-term economic resilience of Fairfield City.

The position provides strategic leadership across Council in relation to economic development, industry development, visitor economy initiatives, business engagement, precinct activation and economic advocacy. The role is responsible for identifying and leveraging opportunities arising from major metropolitan and regional economic trends, including Western Sydney International Airport, the Western Sydney Aerotropolis and broader Western Sydney economic growth.

The position leads the development and implementation of economic development policies, strategies, advocacy initiatives, partnerships and programs that support the aims and objectives of the Fairfield City Plan and associated strategic planning frameworks.

The Manager Economic Development acts as Council's lead advisor on economic matters and represents Council in dealings with State and Federal Government agencies, industry, business groups, investors and strategic stakeholders. The position also provides strategic advice and briefings to the Mayor, Councillors, Executive Leadership Team and media when required.

Selection Criteria – Knowledge, Skills, Qualifications and Experience required

Knowledge, Skills, and Experience

- Demonstrated superior skills, experience and capacity in analysis and interpretation of relevant State and Federal Government policies and their impact on a local government area, as well as in devising locally appropriate interventions/responses to these policies.
- Demonstrated superior skills, experience, and capacity to manage and complete a range of projects on time and on budget.
- Highly developed understanding of metropolitan economic trends, industry development, visitor economy opportunities and economic transition opportunities relevant to Western Sydney.

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Selection Criteria – Knowledge, Skills, Qualifications and Experience required

- Demonstrated ability to build and maintain strategic relationships with State and Federal Government agencies, investors, industry groups, educational institutions and business stakeholders.
- Demonstrated experience in advocacy, funding acquisition and development of business cases, strategic partnerships and economic initiatives.
- Demonstrated resource management skills and experience, including financial and human resources management.
- Demonstrated experience leading multidisciplinary teams and coordinating economic development outcomes across a complex organisation.
- Demonstrated skills, experience and capacity in research and analysis, evaluating information from a variety of sources, creative thinking, problem solving and decision-making skills.
- Demonstrated skills and experience in strategic thinking and anticipation of potential threats or opportunities, policy development, planning, process improvement and quality control with a strong focus on strategic outcomes.
- Highly developed understanding of economic development principles including precinct activation, business engagement, economic promotion, commercial centre revitalisation and industry collaboration.
- Highly developed skills and experience in proactively identifying and integrating economic development objectives into Council's strategic and operational activities and providing high level economic development advice across the organisation.
- Highly developed communication skills including written and verbal English, presentation, and public speaking skills, communicating with influence, and in "translating" complex economic and planning concepts into accessible, everyday language.
- Highly developed interpersonal skills in leadership, advocacy, change management, cross cultural consultation, complex negotiation, and conflict resolution.
- Experience in devising and delivering training in economic development and planning, and in facilitating workshops.
- Demonstrated success in generating income by securing grants and sponsorships.
- Demonstrated high level of political acumen.
- Ability to advocate at a senior level for the economic needs of Fairfield City.
- Demonstrated high level ability to interpret and apply relevant legislation (including Equal Opportunity, Work Health and Safety and Code of Conduct) and to always act ethically and with probity.
- Self-reliant in essential office computer applications and able to conduct business electronically.

Qualifications

Minimum:

- Tertiary qualifications in Economics or equivalent, preferably with proven experience working in a Local Government environment.

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Selection Criteria – Knowledge, Skills, Qualifications and Experience required

Desirable:

- Branding and Marketing
- Facilitation and Training
- Government Relations and Advocacy
- Investment Attraction
- Visitor Economy

Licenses/Tickets/Affiliations:

- New South Wales Driver's License Class 1C (Motor Car)

Key Accountabilities - Position Specific

Principal

1. Lead the implementation, monitoring and ongoing review of the Fairfield City Economic Development Strategy 2024 and associated action plans, ensuring alignment with Council's strategic priorities and emerging economic trends.
2. Lead the delivery of economic development projects and programs, including strategic resource planning and identification of opportunities to leverage external funding, partnerships and investment outcomes.
3. Establish and monitor appropriate performance measures, reporting frameworks and evaluation mechanisms to assess the effectiveness of economic development initiatives and strategic outcomes
4. Lead and participate in relevant industry, government and stakeholder working groups and networks, including supporting the capability development of business and community stakeholders.
5. Lead organisational capability building and promote continuous improvement across Council's economic development activities.
6. Provide strategic economic advice to Council, Executive Leadership Team, Mayor and Councillors on matters relating to economic development, investment attraction, employment generation, industry growth, visitor economy and economic activation.
7. Monitor national, state and regional economic trends, policy settings and investment opportunities to identify emerging opportunities and risks for Fairfield City.
8. Lead the preparation of economic advocacy initiatives, business cases, grant applications and strategic partnerships to secure external investment and funding outcomes for Fairfield City.
9. Support the development of vibrant and economically sustainable centres through strategic collaboration across Council directorates and external stakeholders.

Economic Development & Industry Development

10. Lead strategic initiatives that support local business growth, industry development, employment generation and economic resilience across Fairfield City.

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11. Oversee the delivery of business engagement initiatives, forums, training and advisory services that support local business capability, employment opportunities and investment within Fairfield City.
12. Oversee the development and implementation of programs relating to:
 - a. small business support;
 - b. investment attraction;
 - c. visitor economy;
 - d. priority industry development;
 - e. economic activation; and
 - f. workforce development initiatives.
13. Develop and maintain strategic relationships with government agencies, investors, business chambers, industry associations, educational institutions and key stakeholders to support economic development outcomes.
14. Represent Council at regional, metropolitan and industry forums, working groups and inter-agency collaborations relevant to economic development and strategic advocacy.

Leadership

15. Lead and manage the Economic Development team, including workforce planning, performance management, mentoring and professional development.
16. Lead the review and continuous improvement of systems, processes and service delivery relating to Council's economic development function.
17. Prepare and present Council reports, briefing papers, presentations and strategic correspondence as required.
18. Maintain high standards of governance, probity, risk management and compliance in all activities.

Key Accountabilities - Corporate

1. Use Corporate IT Applications/Systems, ensuring compliance with Council standards and policies, to facilitate achievement of required outcomes.
2. Comply with the requirements of Council's Work Health Safety Management System (WHSMS) and fulfil relevant WHS responsibilities as per WHS-01.1.1 Responsibilities, Authority and Accountability Guideline whilst employed by or acting on behalf of the Council.
3. Comply with the reasonable requests and directions of management whilst employed by or acting on behalf of the Council. This includes undertaking other tasks or duties that may be allocated from time to time.
4. Comply with Council's Code of Conduct, policy and procedures whilst employed by or acting on behalf of Council.
5. All employees are required to treat colleagues and customers with respect and professionalism without regard to non-relevant criteria or distinctions, as well as report any suspected case of

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discrimination or harassment that they witness. This requirement is in accordance with Fairfield City Council's Values and commitment to equal employment opportunity and a workplace free of discrimination and harassment.

Reporting Relationships

Direct: 2x Economic Development Officers, and staff in Project Teams from across the organisation when nominated as Team Leader on specific projects

Indirect: Nil

Key Relationships – Internal

Communicating with:	Nature of Communication:
Mayor and Councillors	Keeping them informed of Council activities. Providing strategic information and updates. Providing advice and discussing specific problems or to gain approval for work or policy decisions including complex and sensitive issues.
Council staff at all levels	Facilitating their involvement in strategic planning and service delivery (as appropriate) for the Economic Development Division. Exchanging information and providing input to assist in determining the priorities of Council. Leading interdisciplinary groups to find holistic, informed solutions to problems. Sharing achievements and lessons learnt with other members of the team to create higher awareness and improved performance. Supporting and mentoring other team members. Facilitating open discussion and constructive review to ensure best solutions are found and to provide opportunity for value adding within the City Strategy Directorate.
All stakeholders	Acting as a positive change agent. Facilitating effective two-way communication with all stakeholders on issues that may be politically sensitive, or where differing agendas exist. Building partnerships within Council, with the local residential and business communities, government bodies and local organisations to achieve best outcomes for stakeholders. Advising and assisting the Executive Leadership Team, Mayor, and Councillors to determine and achieve Council's goals providing advice on the allocation of resources needed to achieve the Council's vision and strategic outcomes.

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Providing technical assistance and advice to Council staff and external consultants engaged in meeting strategic outcomes and providing direct support to Council's activities.

Key Relationships - External

Communicating with:	Nature of Communication:
State & Federal Agencies Members of Parliament Businesses Community Organisations Community members	Consulting with stakeholders about Council decision-making processes and project outcomes. Facilitating consultation between the local community and other relevant stakeholders to provide opportunities for comment and feedback. Keeping them informed of Council projects and priorities. Fulfilling legislative requirements for consultation. Representing Council in negotiations with stakeholders, including State Government agencies and elected representatives, to achieve strategic outcomes. Representing Council at seminars and disseminating information.

Position Dimensions

This position has delegations in accordance with section 378 of the Local Government Act. Responsibilities are to be exercised in accordance with Council's Delegation of Authority. Contact the Governance and Legal Division for delegations designated to this position.

Decision Making Authority & Accountability

1. The General Manager authorises you to take the actions required to make your workplace safe and to fulfil your WHS responsibilities in WHS-01.1.1.
2. The Manager Economic Development makes decisions about and is accountable for:
 - a. Completion of the position's Work Plan by managing both human and financial resources to meet competing priorities while delivering project outcomes on time and within budget.
 - b. The quality and effectiveness of the analysis, advice, and innovation of managed projects.
 - c. Developing and implementing project evaluation to contribute to continuous improvement in outcomes.
 - d. The leadership of Project Teams including their effective management and development.
 - e. Authorising expenditure to the limit of delegation in accordance with the adopted budget and Council policies.
 - f. Managing oneself to optimise efficient and effective support for the Directorate and the Organisation.

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Problem Solving

As part of the implementation and development of projects that support Council's Strategic Plan, the Manager Economic Development is required to research, analyse, and integrate economic, social, cultural, market, environmental, technical, legal, and other data trends. The Manager Economic Development needs to evaluate various options before choices can be made about a particular course of action that has significant impact and/or benefit to Council, businesses, residents, and visitors.

Typical challenges of the position include:

1. Identifying and ensuring that sensitive or controversial issues are flagged for the attention of the Director and/or General Manager.
2. Leading teams to produce innovative and sustainable but effective solutions to complex challenges problems while complying with legislation and Council's policies.
3. Managing project team members to ensure that individuals can make maximum contribution to the achievement of the Council's objectives.
4. Ensuring transparency is inherent in undertaking and delivering projects, events, and services to meet the expectations of key stakeholders.
5. Balancing the needs and interests of all key stakeholders.
6. Establishing collaborative partnerships to meet project deliverables and maximise project outcomes.
7. Identifying both internal and external funding sources for projects.
8. Lead interdisciplinary groups through planning, design, and policy development activities in response to challenges and opportunities that arise from business and community aspirations to deliver sustainable, holistic, resilient, and informed solutions.

Competencies

Performance in this role is also assessed on 'how' staff achieve their goals, based on the same behavioural expectations for all staff. An individual Work Plan, based on your position description will be established in partnership with your supervisor. Your supervisor will meet with you on a regular basis to ensure that you are performing as expected or assign some training to improve performance if needed.

Signature

Employee Name:	Signature:	Date:
Authorised by: (Manager)	Signature:	Date: