



POSITION DESCRIPTION

Position Title:	Investment Attraction Officer		
Classification:	Band 6	Status	Part-time (0.7 EFT), Ongoing
Group:	Community and Planning Services	Business Unit:	Arts, Advocacy, Economy and Social Strategy
Reports to:	Team Leader Social and Economic Development		
Direct Reports:	None	Date:	April 2025

ORGANISATIONAL CONTEXT

Cardinia Shire Council is committed to building a sustainable shire for present and future generations to enjoy. Council plays an important role in contributing to life in our community. We provide services which supports the wellbeing of our residents now and into the future.

To deliver on our commitment, we are developing a skilled and professional workforce that embraces our organisational culture, values, and demonstrates key leadership capabilities. Our culture is defined by working together, working differently, and working for the future. We value teamwork, respect, accountability, communication, and customer focus. These values underpin our work and our behaviours ensuring we deliver on the Council's vision while maintaining a healthy, engaging, and inclusive workplace.

POSITION OBJECTIVES

The primary objective of the Investment Attraction Officer is to identify and secure public and private investment opportunities that drive development and growth in key industries within Cardinia Shire, thereby enhancing local job access. This role is pivotal in promoting the quadruple bottom line, attracting investments that yield economic, social, environmental, and cultural benefits. By fostering robust relationships with government and industry stakeholders, the Investment Attraction Officer aims to position Cardinia Shire as a premier investment destination.

KEY RESPONSIBILITIES AND DUTIES

Key responsibilities include, but are not limited to:

- Proactively identify, pursue, and facilitate public and private investment opportunities that drive development in key industries within Cardinia Shire.
- Establish and maintain strong relationships with government and its various agencies, industry stakeholders, and potential investors to promote Cardinia Shire as a premier investment location.
- Assist local businesses in their expansion efforts, including identifying and leveraging export opportunities, to enhance their market reach and competitiveness
- Coordinate and manage investment attraction projects, ensuring timely and successful completion
- Conduct market research and analysis to identify economic trends and opportunities and provide regular reports on investment activities and outcomes.



- Contribute to the development and implementation of policies and strategies that support investment attraction and economic development
- Review and provide feedback on planning proposals, considering social and economic impact.
- Facilitate implementation of the Investment Attraction Plan, monitor implementation and report progress to key internal stakeholders, Councillors and community.
- Develop and implement marketing strategies to promote Cardinia Shire as a premier investment destination. Create and manage marketing materials, campaigns, and events to attract potential investors. Utilise digital platforms, social media, and traditional marketing channels to enhance visibility and engagement with target audiences.
- Maintain and update a comprehensive database of investment leads, contacts, and opportunities. Track the progress of leads through the pipeline, ensuring effective follow-up and conversion into actual investments. Organise and streamline communication with potential investors and stakeholders, and generate regular reports on lead status, conversion rates, and overall investment
- Establish and maintain relationships and processes with internal teams which facilitate exceptional customer service for the business and investment community.
- Support key advocacy efforts which contribute towards local jobs growth.
- Represent Council within the business community.

POLICY AND PROCEDURE COMPLIANCE

- Adhere to (and promote) HR, IT, OH&S/Risk Management policies, procedures and practices.
- Demonstrate understanding and accountability for record keeping policy including the accuracy and capture of data, the sensitivities involved and the release and destruction of documents.

OCCUPATIONAL HEALTH & SAFETY RESPONSIBILITIES

- Take reasonable care for the health and safety of yourself and others in the workplace, ensuring we provide and maintain a working environment that is safe and without risk to the health of employees, contractors, visitors and the general public, as far as is reasonably practicable.
- Ensure all legislative and regulatory responsibilities are addressed and met in relation to occupational health and safety.
- Responsible for ongoing consultation with employees, employee health and safety representatives and supervisors to identify and eliminate hazards and risks in the workplace.
- Ensure hazards, incidents, near misses and injuries are reported immediately and recorded within the appropriate system.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Act in accordance with position objectives, with regular reporting to ensure adherence to position goals and objectives.
- Making operational decisions within the scope of work allocated.
- Accountability for the quality, accuracy and effectiveness of work produced.
- Freedom to act in accordance with legislative requirements and organisational policies and processes.
- Support business unit operational budget within set parameters and delegation of authority.
- Formal input into policy development within their area of expertise and/or management.
- In positions where the prime responsibility is for resource management, the freedom to act is governed by policies, objectives and/or budgets, with a regular reporting mechanism to ensure achievement of goals and objectives.
- In positions where the prime responsibility is to provide specialist advice to clients or to regulate clients, the freedom to act is subject to regulations and policies and regular supervision. The effect on individual clients of decisions and actions may be significant but is usually subject to appeal or review by more senior employees.

JUDGMENT AND DECISION MAKING

- Operate in a specialised environment with methods, procedures and processes developed from theory or precedent.
- Exercise judgement, considering operational requirements, utilising existing policies and procedures, relevant legislation and the Enterprise Agreement to make decisions, with review from more senior employees.
- Work involves the application of improvement suggestions, recommendations and problem solving.
- Guidance and advice is usually available however, the incumbent must display significant independent ability and knowledge when making decisions.

SPECIALIST KNOWLEDGE AND SKILLS

- Where applicable, experience in managing and delivering employee lifecycle support and initiatives.
- Demonstrate initiative in managing work outcomes, opportunities, and challenges.
- Demonstrate specialised analytical and problem-solving skills to continuously improve the customer experience whilst utilising council resources efficiently.
- An understanding of the long-term goals of the wider organisation and of its values and aspirations and of the legal and political context in which it operates.
- Possess a working knowledge of systems and protective factors around keeping children and young people safe including child first and child protection reporting/services including Child Safe Standards.
- Capable of producing sound and confident decisions and solutions within critical timelines.

INTERPERSONAL SKILLS

- Demonstrate self-awareness and a commitment to personal growth.
- Display resilience and agility in a changing work environment.
- Possess excellent communication and interpersonal skills with the ability to clearly articulate and present information as required.
- Ability to manage a variety of tasks and issues concurrently.
- Proven ability to build and maintain productive and respectful relationships and partnerships.
- Ability to work effectively as part of team to deliver positive organisational outcomes.
- Proven ability to maintain high levels of confidentiality.
- Effective customer service skills, with a strong desire to provide helpful and accurate advice and assistance to staff.

MANAGEMENT SKILLS

- Ability to make independent decisions, good judgement and work with autonomy, initiative, and minimum supervision.
- Ability to manage own time, set priorities and achieve targets within allocated budgets and resourcing, and where appropriate, that of other employees.
- Contribute to a collaborative and innovative values-based culture.
- Foster innovation and make suggestions to improve work practises and processes.

QUALIFICATIONS AND EXPERIENCE

- Tertiary qualifications in business, economics, planning, commerce, or a related field.
- Experience in one or more areas of economic development, business and/or industry engagement and development.
- Solid understanding of economic development trends, concepts, issues and opportunities and the role of government in economic development.

- A current Victorian Drivers Licence
- Local government experience

KEY SELECTION CRITERIA

- Communication, negotiation and interpersonal skills with the ability to clearly articulate and present information as required.
- Understanding of emerging trends to ensure recommendations made by this position influence the outcomes for our community and organisation now and into the future.
- Able to work with minimum supervision and make sound decisions based on experience and good judgement.
- Knowledge and experience of economic development policies, procedures & practices and relevant acts and regulations.
- Ability to deal effectively, diplomatically and confidentially with enquiries and concerns.

CONDITIONS OF EMPLOYMENT

Terms and conditions of employment are in accordance with the Cardinia Shire Council Enterprise Agreement 2021 and Cardinia's policies and procedures.

Tenure This is a part-time, permanent position.

Pre-employment checks All appointments are subject to a National Police Record Check, pre-employment medical check, and a six-month probationary period (new employees only). Certain positions may also require a Working with Children Check.