



Position Description – Business Engagement Officer

Division	City Services
Portfolio	City Planning and Sustainability
Business Unit	Economic Development
Level	5
Reports To	Coordinator Economic Development
Prescribed Position	No

Position Objective

The Business Engagement Officer is responsible for implementing actions and initiatives from Council's Economic Development Strategy, and supporting activities, that strengthen relationships with local businesses, industry and stakeholders.

The role coordinates and supports the delivery of business events, business engagement activities, marketing and communications initiatives that promote the City as a great place to do business and support business growth opportunities.

Through effective stakeholder engagement, content creation and event delivery, the position contributes to building business confidence, enhancing connections with the local business community and supporting Council's economic development objectives.

Key Responsibilities

- Coordinate and support the delivery of business events.
- Coordinate and deliver events that promote the City as a great place to do business.
- Engage with and support local businesses.
- Build and maintain productive working relationships with Charles Sturt businesses, government and relevant stakeholders to enhance economic outcomes.
- Prepare and maintain content for the Charles Sturt Business Facebook and LinkedIn pages that is accurate, informative and timely for their audiences to build awareness, trust and connection.
- Assist with the promotion, delivery and evaluation of Council's grant programs for businesses.
- Support business engagement through digital platforms, communications, face to face events and activities.

- Maintain and update the Economic Development team Customer Relationship Management System and support engagement activities.
- Develop and maintain creative content and imagery for the Adelaide Beaches and City of Charles Sturt website.
- Monitor, and report on data, feedback, engagement results to support evaluation of campaigns, programs, and communications.
- Other duties or special projects as requested.
- To contribute actively to organisational and team customer service initiatives.
- Follow defined Work Health and Safety legislation, policies and procedures related to the work being undertaken in order to ensure own safety and that of others in the workplace.
- Follow defined information management practices, policies and procedures for all records created and received.
- Positively contribute to our constructive culture by living our values which guide decision making and delivery of outcomes for our community.
- Actively deliver an innovative customer experience that's effortless, delivered with care and exceeds our customers' expectations.
- Responsible for being actively involved in the identification and management of the day-to-day risks of their activities and projects.
- Take reasonable care for your own and others health and wellbeing in accordance with the Work Health & Safety Act 2012 and with Council's Work Health & Safety Managements Systems.
- Promote and maintain a child safe environment and take action as per Council's Children and Vulnerable Persons Policy.

Selection Criteria

Skills

- Demonstrated experience in business engagement and support.
- Marketing management and planning skills.
- Well-developed relationship building skills and demonstrated ability to work collaboratively and effectively with internal and external stakeholders.
- Well-developed of written and verbal communication skills and the ability to create engaging content for different audiences and stakeholders.
- High level of attention to detail.
- Well-developed planning, organisational and prioritisation skills.
- Demonstrated behaviour consistent with the organisational values.

Knowledge

- Working knowledge of digital and traditional communications platforms, channels and tools specific to connecting and engaging with all levels of business.
- Working knowledge of the Microsoft Office suite of desktop applications.
- Understanding of Economic Development principles within Local Government.
- Working knowledge of marketing principles, including branding, advertising, promotion, communication strategies and evaluation
- Working knowledge of Local Government is desirable.

Experience

- Experience in the design, planning and running of events.
- Experience supporting business engagement, events or economic development activities.

Qualifications and Requirements

• A tertiary qualification in Event Management, Economics, Business, Marketing & Communications or related field and/or commensurate demonstrated experience in lieu of formal qualifications	Essential
• Car Licence	Essential
• Out of hours work is required including attendance at Council, events and meetings	Essential