



WHITEHORSE CITY COUNCIL

Position description

Job title: Placemaking Lead	
Classification: Band 6	Effective Date: October 2024
Reports to: Coordinator, Investment & Economic Development	Tenure: Permanent

About Us:

At Whitehorse City Council, community is at the heart of everything we do.

We aspire to be a healthy, vibrant, prosperous and sustainable community. We enable this through strong leadership and community partnerships.

We strive to stay ahead of evolving changes and needs of our community.

Our five key principles empower our employees to be innovative and provide an excellent customer experience. We are a resilient organisation where everyone belongs.



CREATe - Our Values and Behaviours:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. Our employees 'live' these shared values. In living these values we also ensure that everyone has a voice and that everyone matters.

Collaboration

We work flexibly together to achieve outcomes and solve problems.

Respect

We actively listen, value diversity and care.

Excellence

We adapt, respond, learn and grow.

Accountability

We take responsibility and follow through on our promises.

Trust

We act with integrity and are empowered to make decisions.

City of Whitehorse is a culturally and linguistically diverse community. We are proud of the diversity of our workforce and recognise the strength this provides in meeting the needs of our community. We are committed to upholding a safe, inclusive and respectful workplace that values the contribution of all.



WHITEHORSE CITY COUNCIL

Position description

Whitehorse City Council is committed to being a child safe organisation. We recognise our responsibilities to keep children and young people safe from harm and have established policies, procedures and training to achieve these commitments.

Goal Statement

The position is responsible for identifying, developing and coordinating, innovative activation opportunities for community led placemaking across Whitehorse to ensure public spaces are vibrant, welcoming and utilised community places.

Key Responsibilities

Position Specific Responsibilities

Formation of community partnerships to deliver placemaking activations and programs in activity centres, including:

- Initiate, develop, and deliver placemaking solutions and strategies that are practical, innovative and incorporate solutions to respond to identified community needs and issues.
- Engage with the diverse Whitehorse community including individuals, community groups and other organisations to reflect their interests and aspirations in placemaking.
- Develop relationships with local businesses and identify opportunities to enhance economic development outcomes through placemaking.
- Develop local capacity in planning and delivering the activation of public spaces to be welcoming and enjoyable spaces.
- Coordinate, liaise and monitor external contractors in providing services and events that contribute to placemaking.
- Develop and coordinate external processes for Activate Whitehorse including Activation Pod bookings and funding eligibility support.

Initiate, develop and review relevant placemaking processes and policies, including:

- Develop, review and adapt Council's placemaking processes to ensure the service meets the needs of the community and the changing use of public spaces.
- Develop policies for consideration and approval as they relate to placemaking.
- Collect, analyse and interpret research data and action outcomes as required.

Engagement and collaboration with internal and Government stakeholders, including:

- Effectively engage with internal stakeholders to provide a coordinated approach to placemaking, fostering collaboration, partnerships and shared responsibilities for collective outcomes.
- Work collaboratively across Council to support precinct revitalisation projects.

- Work closely with Council's Strategic Marketing and Communications Department to ensure that initiatives are effectively marketed to the community.
- Develop relationships with other Councils and State Government for partnership and collaboration opportunities.
- This role will ensure that all approved activity will strive to meet community expectations and all legislative requirements.

Corporate Responsibilities

- Adhere to all Corporate Policies, Procedures and the Organisational Goals and Values in the current Whitehorse City Council Collective Agreement.
- Understand and adhere to the Risk Management Policy (as it relates to the employees work area) and related procedures that are designed to minimise injury and/or loss to individuals, assets and equipment.
- Report any matters that may impact on the safety of Council employees or citizens, assets and equipment.

Accountability and Extent of Authority

Budget: Project based budget responsibility.

Staff responsibility: This position may be responsible for overseeing casual Administration Officers. This position may also coordinate and manage the participation of contractors, employees and volunteers involved in place activation.

Judgement and Decision Making

Primary focus on problem solving with emphasis on policy development and implementation of strategies. Focus is outcome based which may require solutions needing creativity, originality, and innovation. High degree of autonomy and professionalism under limited direction. Position has authority to make decisions on all routine day to day matters but matters requiring decisions of a non-routine or politically sensitive nature are to be referred to the Coordinator Investment & Economic Development. Fully briefs the Coordinator Investment & Economic Development on all non-routine issues.

Specialist Knowledge and Skills

Certificates/Licences and Experience:

- Qualifications in community development, community/social planning, business and economic development, design, urban design or related area in

addition to relevant work experience. Alternatively require lesser formal qualifications combined with substantial relevant experience.

- Demonstrated ability to apply relevant theoretical frameworks in areas such as place management, community development, and urban design to a range of issues and contexts.
- A valid Victorian driver's licence.
- Satisfactory National Criminal History Check.
- Working with Children Check.

Qualifications and Experience

Technology: Advanced skills in Microsoft packages, internet, electronic purchasing and database applications.

Interpersonal Skills

- Demonstrated ability to enthuse and engage with staff and volunteers throughout the organisation and broader community.
- Ability to communicate effectively (both oral and written) and engage with people and teams both internally and externally, including contractors.
- Demonstrated ability to work effectively within a team environment and autonomously.
- Outstanding customer service skills.

Key Relationships:

Liaises with staff and management across the organisation and is also required to liaise closely with and report to Councillors on established programs from time to time. The position is required to establish, maintain and develop a professional relationship with individual businesses, key industry associations, relevant government Departments and agencies on matters that pertain to the activation of our public spaces in the City of Whitehorse.

Management Skills

- Demonstrated capacity to manage people, including contractors and other Whitehorse employees
- Excellent organisational and time management skills

Other attributes (desirable)

- Local Government experience in a similar role/project.

Notes and comments:

- The position includes an inherent physical requirement to be largely office based. Please refer to the Physical and Functional Requirements Checklist for more information. Short listed candidates may be required to attend a pre-employment medical examination.
- The position may be required to perform some work out of hours in the delivery of some place making activations. position may be required to work from different locations within the municipality.

Key Selection Criteria

1. Ability to initiate and deliver placemaking solutions and strategies that are practical, innovative, and incorporate solutions to address identified community needs and issues.
2. Demonstrated effective planning, project management and organisational skills, with experience in project planning, infrastructure delivery, financial management and evaluation.
3. Demonstrated ability to build relationships, seek input, and negotiate with a wide cross section of Community, Council, and other Government stakeholders.
4. Demonstrated ability to apply relevant theoretical frameworks in areas such as place management, community development, and urban design to a range of issues and contexts.
5. Demonstrated ability to analyse and interpret research data and action outcomes as required.

Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Kneeling/Squatting Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.	Setting up placemaking activations. Tidying of workstation area.	As required.	
Hand/Arm Movement Tasks involve use of hand/arms	Preparation of correspondence, documents, notes for meetings.	Intervals throughout the day.	
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.	Workstation and onsite placemaking duties – interaction with varied levels, draws and storage cupboards.	As required	
Standing Tasks involve standing in an upright position	Meetings and site visits.	As required	
Reaching Tasks involve reaching above head, and above and equal to shoulder height	Accessing storage cupboards.	As required	
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects	As required, short distances.	Regular short distances in the office an onsite.	
Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another	Setting up placemaking activations.	Short distances, stable load, less than 5kg.	

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body	Movements of objects, documents and other equipment at workstation and on site.	Occasional.	
Keyboard Duties Tasks involve sitting at workstation and using computer.	Strategic documents, reports, emails, phone interactions, correspondence etc.	Regular intervals throughout the day.	
Satisfactory Vision Standard of vision required equal to that required for driver's licence	Read, review and send documents and correspondence. Hard copy and electronic.	Regular intervals throughout the day.	

Any other relevant comments: