

Place Manager (St Albans)

Classification: Band 8

Date reviewed: July 2025

Department: City Strategy

Directorate: City Futures

Approved by: Director City Futures

Commitment of Brimbank City Council

All employees at Brimbank City Council are expected to provide the highest standards of work to ensure that Council can achieve its Vision and meet organisational objectives. We want our leaders to be collaborative, humble, smart and hungry.



Our Vision

A progressive, values-led and high performing organisation where we connect and collaborate to make an impact.

Our Values

At Brimbank, all our roles in different ways, impact and support the diverse needs of the community we serve. Our values and behaviours demonstrate what is important to us, the Brimbank team. They help build a shared understanding and guide our interactions with each other and the community.

Strategic Priorities

- Lead with our Culture
- Invest in our People
- Improve our systems and adapt how we work
- Agree on our priorities
- Engage our Community
- Enhance our Services and Performance Reporting

Position Purpose

Go St Albans is Council's town centre management and revitalisation program, established to deliver its vision for the St Albans Town Centre to be known as a welcoming centre and recognised capital for food, art and culture in Melbourne's North West.

The Place Manager is responsible for coordinating the delivery of the GO St Albans Action Plan 2019 – 2024 (which is currently under review). The Place Manager will work collaboratively with other areas of Council and external stakeholders to facilitate their delivery of the range of physical, community, economic and environmental initiatives identified in the plan.

The program employs a 'whole of Council' approach to realising

the centre's potential and is based on a strong collaborative approach that brings together key internal and external stakeholders including businesses and services operators, property owners, Government, civic and community service providers, and transport and infrastructure agencies. Council plays a lead role, in partnership with the community, business operators and property owners, in positioning the Centre to achieve its potential.

The Place Manager also has key responsibilities in coordinating:

- the preparation of communications and marketing collateral.
- administration of the St Albans Marketing and Business Development Special Rate.
- providing executive assistance to the St Albans Partnership Group.
- undertaking investment attraction and facilitation.
- delivering activations including the Light Up and Enjoy Local Programs and a range of safety initiatives.
- providing support to the St Albans Business Group Association Incorporated.
- involvement in a range of large community, infrastructure and urban design projects relating to the St Albans Town Centre.

The St Albans Town Centre is a designated Housing Choice and Station Activity Centre in Plan for Victoria (PFV) and also forms part of the Sunshine Employment and Innovation Precinct in PFV.

Key Responsibilities

- Coordinate delivery of the GO St Albans Action Plan 2019 – 2024 (and any subsequent plans), and update when required.
- Maintain, review and revise as required appropriate governance and working groups to engage in the delivery of the GO St Albans Action Plan 2019 – 2024 (and any subsequent plans)
- Develop and maintain cooperative and collaborative relationships with State Government agencies to advance the delivery of key development and infrastructure projects.
- Develop and maintain networks, partnerships and advocacy with key private and public sector stakeholders to facilitate the implementation of projects and the delivery of infrastructure within the Centre.
- Work across all departments in the Council to achieve integrated and timely delivery of projects in the Centre.
- Work with owners of strategically important properties within the centre, to facilitate development consistent with Council's vision and strategic direction.
- Maintain a strong partnership with the St Albans Business Group Association Inc and provide appropriate support to facilitate the delivery of their marketing and business development plan.
- Lead, develop, coordinate and manage projects aimed at implementing the objectives of the vision and strategic directions for the Centre, including the preparation of business cases or funding proposals as required.
- Provide administrative oversight in the expenditure of the marketing and business development special rate, and its renewal when required
- Monitor the Centre and report on key performance indicators.
- Provide strategic input and advice to Council, Council Departments and project groups.
- Coordinate and support business and community consultation and engagement activities.
- Contribute to a communications program to promote the centre's attributes including branding work to promote a positive image.

Organisational Relationship/Context

Reports to City Strategy Manager

Supervises None - although expected to provide general mentoring and professional guidance in relation to strategic planning for junior staff.

Budget managed This position is not directly responsible for budget management, however projects must be managed in accordance with the available budget allocated. It is anticipated that the total budget for projects associated with this position could be in the order of \$200,000 in any one year.

Major contacts Internal:

- City Strategy units including Strategic Planning, Economic Development, other Place Managers
- Other council departments (including Parks & Public Realm, Engineering Services, City Planning, Property Services, Community Strengthening & Social Planning, Environment, Regulatory Services, Media and Communications)
- Executive Management Team (City Futures Director, Chief Executive Officer and other Directors)

External:

- St Albans Business Association Group Incorporated
- St Albans Business Operators and Property Owners
- Metro Trains
- Victoria Police
- Victoria University
- Other government agencies and stakeholders
- Consultants
- The community
- The development sector

Accountability

- Manage a focused and coordinated approach to implement Council's vision and strategic direction for the Centre through the St Albans Action Plan and Implementation Program (including any subsequent plans)
- Develop and implement an annual action plan for the Centre based on the GO St Albans Action Plan (including any subsequent plans)
- Provide oversight to the St Albans Town Centre Marketing and Business Development Special Rate
- Provide professional advice to Council and relevant Council officers in areas of expertise or nominated project areas.
- Provide effective and appropriate liaison with internal and external stakeholders involved in development programs for the Centre.
- Plan and implement a diverse range of communication, marketing, safety, events and infrastructure projects.
- Manage external consultants on projects.
- Deliver projects and activities in accordance with allocated budget where required.
- Exercise high degree of autonomy and self-sufficiency.

The Place Manager has broad authority in accordance with the instructions and delegation from the Manager City Strategy and the Director City Futures.

Judgement and Decision Making

- Make professional decisions and implement strategies in relation to nominated areas of the Department's objectives.
- Make recommendations and provide advice to Council, Council officers and government

agencies in relation to place management objectives and plans.

- Represent Council in professional and community forums and in dealings with key internal and external stakeholders.
- Exercise problem solving and budgeting skills with respect to the allocation of resources and time management.
- Recognise, create and act on opportunities that are consistent with Council's vision and strategic direction for the Centre.
- Develop creative and innovative approaches to problem solving and generating options for the achievement of Council's vision and strategic direction for the Centre.
- Recognise and address the political implications of various decisions.
- Evaluate and assess a range of complex social, economic, physical and environmental relating to the development of the Centre.

Specialist Skills and Knowledge

- Experience in the management and delivery of complex, multi-disciplinary planning, design, business, development, community development and infrastructure projects of strategic importance.
- Well-developed communication, relationship building and negotiation skills with a track record in establishing networks, partnerships and advocacy mechanisms with key stakeholders.
- Sound understanding of relevant Federal, State and Local Government legislation, policy and programs, particularly Activity Centre policy.
- Strong record of investment attraction and facilitation activities and successes.
- Strong understanding of Activity Centre issues and opportunities, urban planning, economic development, marketing and urban design.
- Sound understanding of the concept of customer service and a strong customer service focus.
- Demonstrated project management experience and capabilities.
- Ability to analyse, comprehend and research data and prepare concise reports and recommendations.
- Ability to think strategically and laterally, to readily identify opportunities and innovative solutions.
- A sound knowledge and understanding of broader organisational and department goals.
- Relevant tertiary qualifications in project management, urban planning, urban design, well-developed conceptual and analytic skills, research and data analysis skills, and a capacity to identify and develop solutions to strategic planning issues.
- A sound knowledge and understanding of council planning with regard to the Council Plan, corporate/business planning and budget planning.
- The incumbent requires the ability to represent and promote Council's long-term interests with internal and external stakeholders, including the local business sector.

Management Skills

- Strong organisational and time management skills with demonstrated ability to manage and deliver multiple projects.
- Coordinate and manage multi-disciplinary teams on complex projects, ensuring that resources are optimized and objectives are achieved within time and budget parameters.
- Work with the small business sector, community groups, property owners and government agencies.
- Present and promote Council's long term interests in both the internal and external environments.
- Manage sensitive matters discretely and tactfully.
- Supervise and/or provide professional leadership and direction to staff.
- Coordinate workload and resources to achieve professional and team objectives, taking account of conflicting internal and external pressures.

Interpersonal Skills

- Able to build and maintain cooperative and professional relationships with significant

internal and external stakeholders including the business community, local community, government agencies and departments of Council.

- Highly developed verbal and written skills in the communication of complex issues.
- Ability to work as a highly effective team member and to motivate and lead staff and project groups.

Qualifications and Experience

Mandatory

- Tertiary qualifications which may include commerce, property, urban planning, urban design or business and or marketing related studies.
- Highly developed interpersonal skills (verbal and written).
- Place management experience, and or urban redevelopment/renewal projects.
- Well-developed communication, relationship building and negotiation skills with a track record in establishing networks, partnerships and advocacy mechanisms with key stakeholders.
- Extensive experience in planning, business or development sectors within government or business enterprise.
- Strong organisational and time management skills with demonstrated ability to manage and deliver multiple projects.

Desirable

- Demonstrated ability and experience in project management.
- Experience working in partnerships between the public and private sectors.
- Experience negotiating with government bodies, industry groups, individual property developers and community members on major planning and strategic issues.
- Effective presentation skills with demonstrated ability to represent Council at public forums.
- Knowledge and understanding of infrastructure, land use, transport planning and urban design and effects on social, economic and environmental outcomes.
- Strong investment attraction and facilitation record.
- Significant experience project managing multiple strategic planning projects maintaining quality outcomes, within defined timelines.
- Knowledge and understanding of property development and the commercial sector
- Current Victorian driver's licence.

Key Selection Criteria

- Tertiary qualifications which may include commerce, property, urban planning, urban design or business and or marketing related studies.
- Highly developed interpersonal skills (verbal and written).
- A sound appreciation of the issues facing business and service operators and business associations in activity centres.
- A track record of proactive and innovative place management work.
- Sound and proven advocacy, negotiation, presentation and communication skills.
- Strong investment attraction and facilitation record.
- Demonstrated experience in the establishment and management of private and public partnerships in relation to the management, operation and marketing of an activity centre.
- Demonstrated ability to build and sustain cooperative partnerships and networks at senior levels in relevant public and private sector industries.
- Detailed understanding of Local Government and a strong understanding of urban planning principles, economic development, marketing and urban design.
- Knowledge and understanding of property development and the commercial sector. Strong organisational and time management skills with demonstrated ability to manage and deliver multiple projects.
- Ability to work in accordance with Council's values and behaviours.

Working at Brimbank

Child Safe

Brimbank City Council is a Child Safe organisation. Brimbank will implement all necessary measures to ensure a safe and supporting Council environment, which endeavours to promote child safe, child friendly practices. All allegations of abuse and safety concerns received by Council will be treated very seriously and acted upon in accordance with relevant policies and procedures (*Brimbank Child Safe Policy and Child Safety Responding and Reporting Procedure*).

Equal Opportunity

Support the provision of a work environment that is free from harassment, discrimination and bullying and refrain from engaging in any activities that may be offensive, humiliating, uncomfortable for; or derogatory towards; other staff or the community.

Adhere to Council's Equal Opportunity policy and procedures and the Victorian Equal Opportunity Act 2010 and federal legislation regarding Equal Opportunity.

In Victoria it is against the law to discriminate on a number of grounds including (but not limited to) age, disability/impairment, race, sex, status as a carer, marital status, pregnancy and gender identity.

Gender Equality

Advancing gender equality is a shared responsibility that requires everyone's involvement. This means all employees' behaviours and actions must allow all people to participate, feel safe and feel included regardless of their gender or other attributes of their identity.

All employees have a responsibility to support and promote gender equality and Brimbank's vision for workplace gender equality, as outlined in the Gender Equality Action Plan (*Refer to Gender Equality Act 2020*).

Occupational Health and Safety

Council is committed to providing and maintaining a safe and healthy workplace for its employees, contractors, volunteers and members of the public.

- Executive – Establish, maintain, evaluate and continuously improve Council's OHS management system
- Managers, Coordinators, Team Leaders – Implement, monitor, audit, supervise and enforce conformance with Council's OHS policies, procedures and safety standards. Prepare and implement associated Departmental OHS programs. Identify and resolve Departmental OHS issues.
- Employees – Everyone is an employee - Conform to Council's OHS policies, procedures, and code of conduct and safety standards. Whilst at work, all employees must:
 - Take reasonable care for their own health and safety.
 - Take reasonable care for the health and safety of persons who may be affected by the employee's acts or omissions in the workplace.
 - Co-operate with respect of any action taken by Council to establish and maintain occupational health and safety systems and procedures.
 - Must not intentionally or recklessly interfere with or misuse anything provided at the workplace in the interests of health and safety.
 - Use protective equipment or clothing provided by Council at all required times.
 - Employees should immediately notify their manager in the event of an injury, near miss, damaged equipment or other workplace hazard.
 - Refer: Occupational Health and Safety Act 2004.

Risk Management

- Contribute to making Brimbank as risk free as possible for all employees, residents and visitors.
- Take all reasonable action to protect Council assets from damage and or loss.
- Comply with Council's Risk Management Policy and Risk Management Guide.

Managing Information

All employees have a responsibility to ensure all business records are accurately captured and managed within Council's recordkeeping systems. This includes:

- making records to support what you do that provides evidence of business transactions.
- ensure records are descriptive to enable easy identification and retrieval.
- ensure security of information, protect confidential, personal and sensitive information and only release information when authorised to do so.
- familiarise yourself with information management policies and procedures and where possible take reasonable steps to improve recordkeeping practices in the workplace.

Legislative Governance

Each employee has a duty and a responsibility to:

- Contribute to the development of Council's legislative governance culture.
- Adhere to Council's Legislative Governance Policy.
- Do all things reasonably necessary to achieve compliance with those obligations relevant to you, which are derived from law, Council policy, strategy, procedure and contracts, as soon as practicable and by the legislative due date.

Returns

Staff may be required to submit a Return of Interests pursuant to section 81 of the Local Government Act, if appointed by the CEO as a Nominated Person or where required to by law.