

POSITION DESCRIPTION

CITY ACTIVATION MANAGER – P2045

DIRECTORATE	People and Place	BUSINESS UNIT	City Activation
REPORT TO	Executive Manager Communications and City Activation	DIRECT REPORTS	Three plus two indirect
CONDITIONS	City of Palmerston Enterprise Agreement 2025	LEVEL	Contract
EMPLOYMENT TYPE	Full-time (38 hours), reasonable additional hours as required	DURATION	Ongoing

THIS POSITION'S COMMITMENT TO THE COMMUNITY

City of Palmerston's vision is to create 'A Place for People', where we focus on our strengths to ensure our city thrives into the future.

Our community is at the centre of everything we do. In achieving this we contribute to the vision where:

- Palmerston is a welcoming vibrant family city that fosters diversity and unity,
- In Palmerston, everyone belongs; and
- In Palmerston, everyone feels safe.

Our vision recognises the importance of valuing and investing in the natural environment, balancing economic imperatives and focussing on innovation to enable social transformation in our city. The Community Plan highlights the priorities for achieving these outcomes.

OUR CUSTOMER CHARTER

City of Palmerston is committed to our Customer Service Charter, and all employees are expected to uphold this commitment within their role.



POSITION OBJECTIVE

The City Activation Manager is responsible for leading major city initiatives and programs that contribute to the development of a vibrant public realm, positioning City of Palmerston as a city where people want to do business, live, work, invest, visit and create.

The role is responsible for a team with a range of portfolio areas that have a significant impact on the city, including major initiatives/projects; place making, economic development and public art and events.

The role requires an energetic leader to facilitate collaboration across the organisation to grow the City's vibrancy and ensure the public realm connects communities and businesses and contributes to the long-term prosperity of the city.

The position will influence a culture which is results driven, community focused, and builds the capacity of staff to achieve and develop innovative solutions.

POSITION CONTEXT

This position is located within a fast-paced and busy environment and reports to the Executive Manager Communications and City Activation. It requires a person who is experienced, calm, flexible, well organised, and able to work under pressure and is available after hours as required.

The City Activation Manager is responsible for the leadership and management of a range of programs and services that contribute to the delivery of City of Palmerston Community Plan including:

- Community Events
- Place Making
- Economic Development
- Arts and Culture
- Sponsorship and Partnerships

KEY DUTIES AND RESPONSIBILITIES

- Develop and lead a vibrant City urban activation program to maximise opportunities for entrepreneurs, artists, businesses and communities to engage with their city and create sense of place and belonging.
- Strategically plan for the delivery of major initiatives which will enhance community life and attract businesses and residents to Palmerston.
- Facilitate collaboration and innovation with other Councils, Territory and Federal Government agencies, industry, business and entrepreneurs, arts/cultural and community groups to maximise the economic opportunities for the city to deliver on the Community Plan.
- Implement best practice approached that enhance place activation and CTED principles to deliver successful placemaking outcomes.
- Work collaboratively with relevant agencies, Vibrant Economy Advisory Committee, working groups, project partners, contractors and the community members to develop projects and initiatives to enhance the public realm.
- Lead and implement a range of integrated strategic frameworks including City of Palmerston Creative Industries Plan, Palmerston Local Economic Plan and Palmerston Municipal Plan.

- Oversee a variety of culturally inclusive and accessible community and civic events for City of Palmerston that are creative, engaging and benefit the community.
- Lead a delivery mindset, negotiating contracts and coordinating the work performed by externally sourced providers, to ensure that services are provided in accordance with agreed quality standards, budget and timeframes.
- Develop high-quality plans, reports, briefing notes, proposals and documents for the Executive Leadership Team and Council and other key stakeholders.
- Proactively manage department budgets.

WHAT COUNCIL IS LOOKING FOR

- Tertiary qualifications or relevant extensive experience in any of fields such as urban planning, creative industries, event management, commerce and/or economic development.
- Well-developed cross-cultural awareness and sensitivity to work effectively at both operational and policy levels
- Demonstrated political and commercial acumen.
- Extensive experience in managing major, high-profile initiatives, events and projects.
- Experience in successfully liaising with and influencing senior levels of business, industry and government.
- Demonstrated ability to operate in an environment of uncertainty and incomplete information and make well-reasoned decisions.
- Experience in working within a political environment and managing competing stakeholder needs.
- Ability to think strategically, analyse complex situations, develop creative solutions and achieve outcomes.
- Demonstrated sound knowledge of best practice in urban design and place-making.
- High level knowledge of contemporary project management principles and practices.
- Highly developed written and verbal communication skills.
- Strong networking skills and ability to influence.
- Self-directed and ability to use initiative, sustain high level performance, problem solve and with the ability to prioritise demanding work deadlines.
- Sound knowledge and experience in commercial and economic development strategies.
- Extensive experience with project management, including project planning and scoping, research, analysis and implementation.
- Experience in developing and maintaining industry partnerships and networks and working collaboratively with stakeholders to achieve quality outcomes.
- Substantial experience in financial management including budget preparation and monitoring.

FURTHER INFORMATION

Prior to City of Palmerston's employment offer being confirmed, successful applicants will be required to provide evidence of eligibility to work in Australia, hold a Class C Drivers Licence, provide copies of relevant qualifications, and undergo a criminal history check. Some roles may require successful applicants to attend a medical examination, participate in a psychometric assessment, hold a Working with Children clearance and/or hold a White Card.