



**Economic Development Manager  
Narrandera Shire Council  
Position Profile**



**Narrandera**  
Shire Council

# Contents

---

Council Values	2
Messages from the General Manager	4
Narrandera Shire Area	5
About Narrandera Shire	6
Our Executive Managers	7
Organisational Structure	8
Position Details	9
Purpose of Position	10
Selection Criteria	11
Recruitment Process	12
Contact Details	14



## *Our Mission*

---

*To provide high quality affordable local government services and representation for people who live, work and visit Narrandera Shire, and to assist also, those who have a stake in our local and regional prosperity; by way of effective consultation, policy making and responsive delivery that meets the needs of our community.*

## *Our Vision*

---

### **Achieving Together**

## *Our values*

---

### **Ethical**

Transparent and equitable in all our actions.

### **Caring**

Helpful, supportive and thoughtful towards each other and our community.

### **Loyalty**

Pride in our work and our organisation.

### **Accountability**

Responsible for our actions.

### **Integrity**

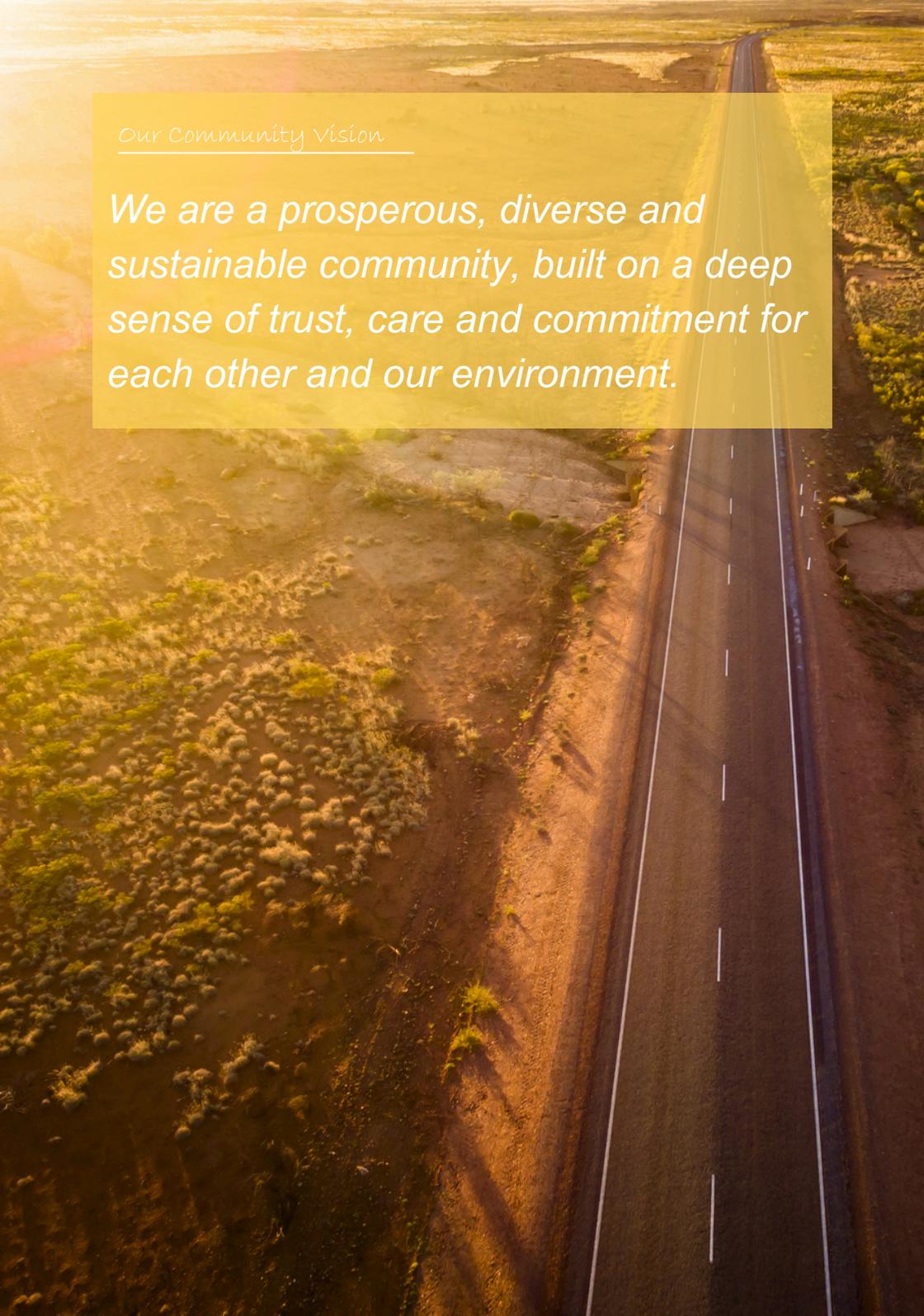
Trustworthy, honest and consistent.

### **Respect**

For each other and the role we play.

### **Safety**

To work safely to protect ourselves and the public.

An aerial photograph of a long, straight asphalt road stretching from the foreground into the distance. The road is flanked by dry, scrubby vegetation and open fields. The lighting is warm and golden, suggesting a sunrise or sunset. A semi-transparent yellow box is overlaid on the upper left portion of the image, containing text.

Our Community Vision

*We are a prosperous, diverse and sustainable community, built on a deep sense of trust, care and commitment for each other and our environment.*

Image - Narrandera Water Tower Artwork, winner of the 2019 Mega Mural Award, Australia Street Art Awards.



## Message from General Manager George Cowan

Our Council is looking for an Economic Development Manager to lead a talented team. The Economic Development Manager will join the senior management team of Council and work closely with our Executive Leadership Team.

This document provides details about the role itself and the structure within which Council's and the communities expectations will be delivered. Whether you are a young up and coming professional looking for your next opportunity or an experienced campaigner looking for a good job and a quality lifestyle this position is for you. Family life in Narrandera is outstanding with high quality schools, health and sporting and recreational facilities.

Narrandera Shire Council is a modern, well equipped organisation making food use of current technology, management systems and equipment. All traditional local government services are offered to the community, and many have been the subject of service level and financial reviews over recent years.

Like most Councils in NSW, Narrandera has many exciting projects to be implemented, that will keep you busy and stimulated. Narrandera Shire is the site of development for three major renewable energy projects.

The development of a new economic strategy and the establishment of the new Destination and Discovery Hub will be the first challenges you will have the opportunity of delivering.

If you are interested in us, we are interested in you - give us a call, it may be the best thing you have ever done!

### Community Strategic Plan

Our Community Strategic Plan has been developed to continue to build strong partnerships within our community as well as to celebrate what we have achieved over the past four year term. Our community and partners play a vital role in helping to continually identify the strategic priorities which are demonstrated in our five themes.

**1** Our Community

**2** Our Environment

**3** Our Economy

**4** Our Infrastructure

**5** Our Civic Leadership

## Narrandera Shire area

Narrandera Shire is situated in Southern New South Wales in Australia on the Murrumbidgee River. It is an ideal stopover for travellers as it is at the junction of the Sturt and Newell Highways.

Narrandera Shire is the gateway to the productive Murrumbidgee Irrigation Area. It is 554kms from Sydney, 437kms from Melbourne, 824kms from Adelaide and 339kms from Canberra. Narrandera is situated between the two major regional cities of Wagga (99kms) and Griffith (98kms).

Narrandera Shire is readily accessible by a variety of transport. Rex Airlines have regular flights to Sydney while there are return flights available to Melbourne from Wagga and Griffith.





## About

# Narrandera Shire

## General

A population of over 5931 resides in the town of Narrandera and the villages of Barellan, Grong Grong and Binya. These communities make up the Local Government area.

Narrandera or 'Narrungdera' as the traditional custodians of the land, the Wiradjuri people named it, means "the place of many lizards or goannas".

The average daily temperature for the summer is 32.5c and in winter 14.9. Average town rainfall is 450mm. This means residents and visitors can enjoy a healthy lifestyle of long hot summers and crisp clear winters.

Narrandera has cafes, a bakery and a la carte restaurants, two hotels and three clubs to cater to all needs. The township has two supermarkets, five petrol stations, a medical center and hospital, six motels and two caravan parks, NSW Fire and Rescue Service, SES and a full complement of police.

Education in Narrandera is supported through three daycare centres, three primary schools, one high school and a NSW TAFE Campus with a Connected Learning Centre.

## Council Workforce

Narrandera Shire Council has an FTE of 105 employees. Of these, 79 are full-time employees with the remaining comprising of part-time, casual and temporary positions.

The development of an effective workforce strategy by Council in 2017 provides direction to enable Council to deliver goals, focus on the medium and long term, and provide a framework for dealing with immediate challenges in a consistent way.

# Our Executive Managers



## **George Cowan**

*General Manager*

George joined Narrandera Shire Council as GM in 2017 after a career in local government spanning over 40 years, which involved service at a number of coastal and inland NSW Councils.

The GM leads the senior management team and is responsible for organisational performance and ensuring that the Council develops and implements strategies designed to enhance the liveability of the Shire.

He places a focus on sustainability, safety, economic development, community relationships and trust.



## **Martin Hiscox**

*Deputy General Manager  
Corporate and Community*

Martin has over 40 years' experience in local government. Prior to joining Narrandera Shire in 1986 Martin worked at North West Electricity and Narrabri Shire Council.

Martin has qualifications in Local Government Administration, Accounting and Information Systems. Martin managed Council's finance and information learns from 1986-2003.

From 2004 Martin has held a Directors/Deputy GM's role in the Corporate and Community Services division of Narrandera Shire Council.



## **Shane Wilson**

*Deputy General Manager  
Infrastructure*

Shane commenced with Narrandera Shire Council in January 2020.

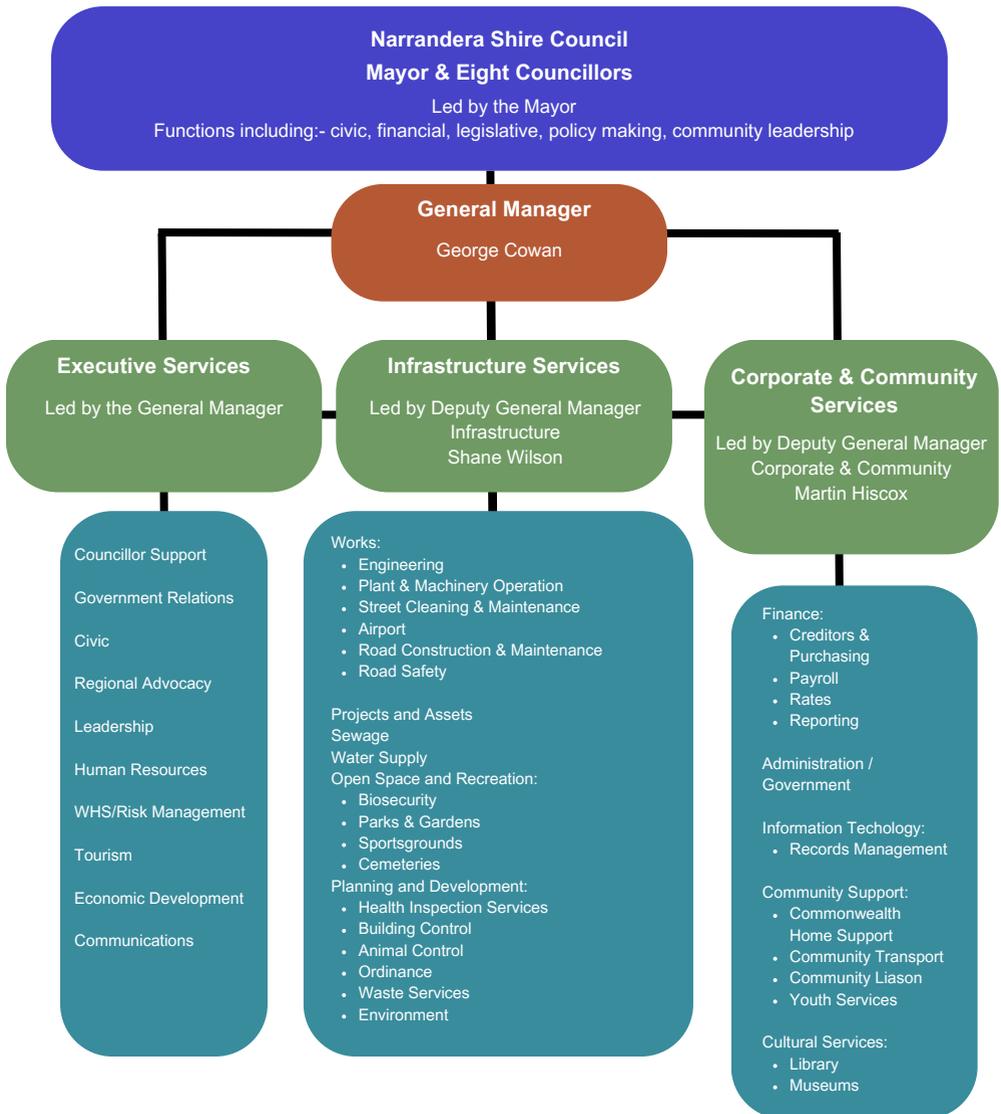
He brings some 36 years experience in the Planning and Construction industry to the Council, including the past 21 years within Local Government and more in 14 years within senior management roles with Inland NSW Councils.

Shane has qualifications in several technical areas and management. He holds a Masters in Project Management and a Graduate Certificate in Business Law.

# Organisational Structure

Narrandera Shire Council is divided into three (3) Departments:-

- Executive Services
- Infrastructure Services
- Corporate and Community Services



**Grade 23**  
**Salary range of \$2213.80 to**  
**\$2479.46 per week plus**  
**superannuation.**

## **ECONOMIC DEVELOPMENT MANAGER**

The successful applicant will be an inspiring leader with a solid background in their area of expertise. Be skilled in managing teams and working collaboratively. Have a commitment to excellence in customer service, be open and transparent and enjoy the opportunity to live in Regional NSW.

2024 and beyond will be exciting times for this position as the Narrandera Destination and Discovery Hub takes shape as part of the Playground on the Murrumbidgee Project.



# Purpose of Position

To support the economic growth and prosperity of Narrandera Shire through the development and delivery of a range of initiatives that enhance the reputation of Council and the reputation of the Shire as a great location to live, work, visit and invest.

Establish relationships with a variety of internal and external stakeholders and facilitate connections to encourage investment in the Shire and to enhance the visitor economy. Manage the Economic Development, Marketing and Tourism Team.

## *Key Responsibilities*

### **1 Promote Investments in the Shire**

Implement the Shire's economic development and investment attraction strategy, monitor the key performance indicators and review actions achieved.

### **2 Market and Promote the Shire**

Review and implement the Shire's Marketing and Destination Management Strategy including branding, positioning and visitor economy initiatives.

### **3 Oversee Attraction of External Event Organisers and Sporting Groups**

Ensure the:

- development of strategy, marketing collateral, procedures and information systems which promote Narrandera Shire as a place of interest to external event organisers,
- provision of support to all event organisers and
- effective and efficient conduct of Council's community events.

### **4 Visitor Centre Redevelopment - Destination and Discovery Hub**

Redevelop the Visitor Information Centre to improve its aesthetics and operational environment to maximise and support visitor service standards and income opportunities, including shared visitor services with Leeton Shire Council.

### **5 Public Relations**

Facilitate partnerships with internal stakeholders, community organisations, regional partners, business and government agencies to maintain and grow investment in the Shire.

### **6 Manage the Team's Staff and Budget**

Provide leadership and supervision to the Economic Development, Marketing and Tourism Team and prepare and monitor the budget.

# Selection Criteria

## Qualifications

### *Essential*

1. Tertiary qualifications in Commerce, Business, Marketing or related discipline
2. Class C Driver Licence

### *Key Selection Criteria*

- 1 Demonstrated strategic expertise in the development and implementation of economic development and investment attraction strategies.
- 2 Demonstrated experience leading and managing a multi-disciplinary team of staff to achieve organisational goals.
- 3 Demonstrated experience in developing and implementing strategic marketing plans, including performance indicators.
- 4 Excellent research, report writing and media feature writing skills.
- 5 Strong interpersonal, customer service and public relations skills.
- 6 Solid record in writing successful grant funding applications
- 7 Strong negotiation and influencing skills.
- 8 Proven budgeting experience and financial management of a department/unit budget.
- 9 Proficient in using a variety of computer systems.

# Recruitment Process

**Closing date for receipt of application is midnight Monday 15 July 2024.**

## *Additional Information for Shortlisted Candidates*

- Candidates that are selected for interview will be required to attend a face-to-face interview in Narrandera.
- All reasonable travel expenses will be reimbursed by Council.
- Only short-listed candidates willing to accept the financial terms of offer will be interviewed.

## HOW TO APPLY FOR THE POSITION

To discuss your suitability for the position contact George Cowan, General Manager, or Michael Pieper, Human Resources Manager on 02 6959 5510.

After gathering sufficient information we invite you to lodge a formal application by midnight Monday 15 July 2024 comprising four documents:

- a Cover Letter (maximum 1 page)
- a Curriculum Vitae (CV)
- a response to the Qualifications and Selection Criteria
- a job application Form (available from <https://www.narrandera.nsw.gov.au/council/about-council/working-council>)

Your completed application is to be emailed to [hr@narrandera.nsw.gov.au](mailto:hr@narrandera.nsw.gov.au).

We require you to be very specific in your CV and application form regarding academic tertiary qualifications - you need to nominate the precise degree, where obtained and what date. If appointed we will need to sight the original certificates or certified academic transcripts prior to commencement.

The preferred candidate will be required to undertake a pre-employment functional assessment, Criminal History check and verification of qualifications check before a formal offer will be made.

Please address the key selection criteria by illustrating your responses with examples of how you meet the criteria - it is not sufficient to just indicate what you have done - we are more interested in the "how". As a guide we need no more than one page on each criterion.





Narrandera Shire Council  
141 East Street  
Narrandera NSW 2700  
T. (02) 6959 5510  
E. [council@narrandera.nsw.gov.au](mailto:council@narrandera.nsw.gov.au)

**[www.narrandera.nsw.gov.au](http://www.narrandera.nsw.gov.au)**

