

GENERAL MANAGER, ADELAIDE ECONOMIC DEVELOPMENT AGENCY POSITION DESCRIPTION

Position Title:	General Manager, Adelaide Economic Development Agency
Responsible To:	Chief Operating Officer
Council Portfolio:	Corporate Services
Council Program:	Adelaide Economic Development Agency (AEDA)
Classification Level:	Managerial, Common Law Contract

Overview of the Portfolio

The Corporate Services Portfolio provides effective and efficient services and insights to strengthen and grow our organisational capability, and support a culture of accountability, transparency and innovation. Additionally, the Portfolio provides the key support functions to ensure Council's subsidiaries, the Adelaide Central Market Authority (ACMA) and Adelaide Economic Development Agency (AEDA), deliver their objectives in accordance with their respective Charters, statutory requirements and obligations.

Overview of the Program

The role of Adelaide Economic Development Agency (AEDA), a City of Adelaide (CoA) subsidiary, is to accelerate economic growth in the CoA by attracting investment and supporting businesses, growing the visitor economy, supporting residential growth, growing an annual events calendar and marketing the city as a whole.

The AEDA General Manager, in conjunction with the Board, will develop a specific economic growth strategic plan in line with the current City of Adelaide Strategic Plan, and Economic Development Strategy, through leveraging local, national and international partnerships, stakeholders and agencies to position the City of Adelaide as a destination of choice for property and business investment and to live, study or visit. An annual business plan will drive implementation of specific activities. Reporting to the City of Adelaide Chief Operating Officer (COO), the General Manager will lead the Adelaide Economic Development Agency (AEDA) to deliver these outcomes through a variety of functions including city-wide marketing, investment attraction, supporting the visitor economy and business support. The General Manager will be a part of the Senior Leadership team.

Key Relationships / Interactions

Internal	AEDA Board City of Adelaide Leadership Team City of Adelaide (CoA) employees across all Portfolios, Programs and Corporate Teams Lord Mayor and Councillors
External	State and Federal Government Departments Community partners and local businesses Strategic partners including peak industry groups Precinct Groups Property and Business Owners Investors Strategic networks (national and international) Community and stakeholder groups relevant to specific initiatives or consultancies Major tourist attractions and venues

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Primary Purpose

As part of the Adelaide Economic Development Agency the General Manager, AEDA will;

- In collaboration with the Board, lead the development, adoption of, implementation and measurement of the AEDA Strategic Plan and annual business plan and budget for AEDA.
- Ensure the functions and activities delivered by AEDA support the objects and purpose of AEDA in accordance with the AEDA Charter and support delivery of the City of Adelaide's Economic Development Strategy and policies.
- Build and lead a high performing team to deliver the Agency's objects, purpose and Strategic Plan.
- Foster collaborative and constructive relationships with the City of Adelaide leadership team, Lord Mayor and Councillors.
- Foster strategic partnerships and relationships to grow a strong economy.
- Generate revenue streams and opportunities.

Responsibilities

The General Manager, AEDA is responsible for:

- Driving a culture of accountability and delivery through clarity of direction creating a customer centric and resilient workforce.
- Providing leadership to deliver the strategic direction of AEDA Charter, through its core functions.
- Partnering with State and Federal government agencies and key local, national and international stakeholders, initiating, developing and maintaining strong networks to facilitate their engagement in initiatives that support the objectives of AEDA.
- Providing expert advice to the Board, Council and the CoA leadership team in the functional areas within AEDA.
- Lead the Governance requirements to support effective and efficient Board meetings providing timely and accurate reporting to all Board Members.
- Oversee the effective financial management of the Rundle Mall separate rate by utilising appropriate financial controls.
- Implementing benchmarking protocols and KPIs that ensure the AEDA meets the deliverables under the AEDA Strategic Plan and annual business plan and budget.
- Driving the delivery of key projects as per the annual business plan.
- Providing timely, accurate and appropriate reporting to the AEDA Board on strategic performance.
- Maximising financial resources and attracting external funding partnerships and commercial opportunities to deliver AEDA objectives.
- Leading and managing projects with a deep understanding and passion for creativity and innovation. At the same time, bringing both strategic and tactical expertise to all financial and business agenda activity.
- Providing leadership to organisational improvement initiatives including establishing continuous improvement and the achievement of quality standards in the Agency's business and performance.
- Ensuring the efficient and effective management and monitoring of resources applied to the Agency's operations and programs and exercise all delegated authorities diligently.

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Responsibilities for all leaders:

- Model and champion an inclusive, respectful, and ethical workplace culture, aligned with our CoA values and Employee Behavioural Standards, actively promoting equal opportunity, diversity and equity.
- Lead and manage your team/s to ensure employee engagement and development, resource optimisation, legislative compliance, and the implementation of ongoing service enhancements.
- Adhere to organisational policies and WHS requirements while promoting a safe, inclusive environment that safeguards both physical and psychological wellbeing.
- Take accountability for identifying, reporting, and responding to WHS incidents or near misses, and ensure the appropriate and responsible use of equipment, supplies, and personal protective equipment (PPE) across the team.
- Lead the team in adhering to security requirements (both physical and cyber) by actively modelling best practices, following secure data handling protocols, supporting secure system management, and ensuring team compliance with all information security and safety obligations.
- Proactively identify and report any cyber security risks, breaches, incidents, or suspicious activity such as phishing, unauthorised access, or mishandling of information.
- Ensure completion of all mandatory training and support ongoing professional development both personally and across the team aligned with CoA expectations, compliance requirements and information security.
- Monitor and manage budgets and expenditure within delegated limits to ensure efficient and accountable use of financial resources.

Our Values

Our values will guide us towards becoming a stronger, more effective organisation with a positive and mutually beneficial work environment for everyone.

	Achievement • Deliver what matters • Ensure clarity of direction and unity of purpose • Inspire excellence and strive for outstanding results
	Collaboration • Work together to build successful teams and partnerships • Be open, inclusive, and share knowledge • Seek, provide, and act on feedback
	Customer Commitment • Know your customers and put them first • Listen to and understand customer needs • Be responsive, close the loop and deliver on promises
	Integrity • Own your actions, successes and mistakes • Act with transparency, honesty, and respect • Do what you say you will do
	Innovation • Look for ways to improve and create positive change • Think broadly and take a wider viewpoint • Be responsive to new ideas and opportunities

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Position Criteria

Qualifications	A tertiary qualification in, Commerce, Business Management, Tourism, Marketing or similar and /or substantial experience and capability in relevant fields or equivalent commensurate experience.	Essential
	Post graduate qualifications in business administration or similar.	Desirable
People Leadership	Demonstrable experience in successfully leading a professional group through transformation with demonstrated ability to act and lead as an effective change agent, positively influencing outcomes and delivering benefits across the organisation. Ability to create strategic direction ensuring alignment with organisational requirements and ability to effectively lead through change. Demonstrate experience in driving a culture of accountability and performance. Effectively communicate strategies to ensure a sense of purpose and line of sight. Create a structure that enables the efficient delivery of strategic priorities and services, enabling an environment of agility, customer centricity, positivity and resilience to change. Guide, mentor and develop people to build organisational capability and growth. Proven experience as an effective member of Senior Leadership.	Essential
Financial Skills & Business Acumen	Manage and work across a diverse range of highly complex tasks simultaneously to establish priorities and meet deadlines. Strong business and commercial acumen with the ability to respond to and influence political queries, scrutiny, opportunities and sensitivities. Strong strategic financial management abilities to lead change in financial appreciation and accountability with emphasis on benefit realisation from all financial outcomes.	Essential
Technical Knowledge & Experience	Extensive experience and proven ability in objectively identifying and analysing complex, contentious, politically sensitive and strategic issues, expressing clear and meaningful goals/plans and defining, leading and delivering the necessary approaches and courses of action to achieve effective long-term outcomes. Sound understanding of: - Commercial, property, economic development and tourism strategies and emerging policy directions of the Australian and State Governments. - Marketing and communications innovations and strategies for attraction, brand awareness and growth. - International trends and affairs and how these would impact on opportunities for AEDA A thorough knowledge of the social and economic environment, its relevance to the provision and management of major programs and the responsibility placed on service providers for public involvement/ accountability and demonstrated ability to effectively apply that knowledge.	Essential
	A sound working knowledge of Acts and regulations affecting Local Government administration.	Desirable
Innovation & Initiative	Proven experience in managing and applying best practice business management principles and practices to the development and delivery of strategies, development	Essential

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	plans, initiatives, programs, policy and procedures for the management and marketing of major business enterprises and monitoring and reporting on outcomes. Ability to measure and mitigate strategic risk.	
Resource Management & Decision Making	Ability to demonstrate an evidence-based approach to decision-making, balancing governance and innovation and in delivering strategic and operational advice.	Essential
Professional Development	An ongoing commitment to maintain and continually develop knowledge of current practices with the area of AEDA.	Essential
Customer Commitment & Integrity	Highly developed communication skills which demonstrate significant and proven ability in developing and maintaining cooperative/strategic working relationships, including recognising and resolving conflict and managing the process of negotiation and mediation, with industry, government agencies at local, state and commonwealth level and other stakeholders. Highly developed political astuteness and sensitivity / awareness to government processes.	Essential
Collaboration & Communication	Proven ability to build positive relationships and consult, negotiate and communicate with all levels of management and staff, government agencies, stakeholders and the community, both verbally and in writing. Highly developed political astuteness and sensitivity/ awareness to government processes.	Essential
Project Management	Experience in leading a major project delivery function.	Desirable
Government Experience	Experience working in a government environment.	Desirable

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Special Conditions

- Performance will be based upon the delivery of the agreed goals recorded in your Performance Review documentation.
- Some out of hours work may be required in order to meet the requirement of the role.
- An unencumbered South Australian Drivers Licence may be required.
- A satisfactory Police Clearance will be required.
- A satisfactory Medical Clearance may be required.
- Where applicable, I have reviewed and understand the delegations associated with this position.

Physical Demands

The table below summarises the physical demands of this role.

Task	Office Workstation
Work Area	Various
Physical Demand Rating	Very Light Work

The below table summarises the physical demands of this role.

Physical Demand	O	F	C	Description	FCA Notes
Sitting		✓		Ergonomic adjustable chair	Critical Range of Motion: Shoulder to 90° flexion. Lift Capacity: Up to 2kg (ream of paper). Push / Pull Force: N/A Environmental Factors: Indoor. Carpet in most offices. Lift access in most buildings. Task Rotation: tasks are varied by the worker. Pause exercises, stretches and standing up are self-directed by the worker. Workers can alternate sides with the computer mouse. Breaks: 0:15 minute tea break, 0:30 meal break PPE: Office attire and appropriate footwear.
Standing	✓			Accessing folders, p/copier, talking to others	
Walking		✓		Meeting with others, moving between rooms	
Climbing	✓			Option to take the stairs	
Bending	✓			Reaching down to low shelves, p/copier	
Squatting	✓			Reaching down to low shelves, p/copier	
Gripping		✓		Mouse, stationery, phone	
Forward Reach	✓			Typing, using the mouse, phone usage	
Lift	✓			Light items, folders, paper and documents	
Carry	✓			Short distances within the building /office	

O = Occasional (1–33%), F = Frequent (34–66%), C = Constant (67–100%).

***This is a general statement regarding the physical requirements of the role. The inherent physical requirements are underpinned by Job Dictionaries, which can be accessed by contacting the People Team (OSCAR).**

Agreement

This Position Description is only descriptive of the type of duties to be undertaken by you during your employment and you accept the Corporation may require you to carry out any duties which are within your skills and competence.

**** Electronic Offer**** By accepting your letter of offer electronically you are agreeing to the work profile / job description attached to your offer.