



Candidate Information Pack

City of Parramatta

Executive Director, City Engagement and Experience

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Links to other useful documents

<https://www.cityofparramatta.nsw.gov.au/>

[Delivery Program 2018 – 2022](#)

[Community Strategic Plan 2018 – 2038](#)

[Annual Report 2019 – 2020](#)



Advertisement

Executive Director, City Engagement and Experience

- City of Parramatta
- Lead strategic positioning for Sydney's Central City
- Join an outstanding executive team

The City of Parramatta is going through unprecedented change and transformation as it becomes Sydney's Central City. The intensity of growth and investment in City of Parramatta means that Council, their partners, and community have a once-in-a-generation opportunity to shape the City's future and ensure it is culturally, socially, environmentally and economically sustainable.

In this role you will be reporting directly to the Chief Executive Officer and contributing strategically across Council as a member of an outstanding Executive Team. The leadership team is currently driving significant change in the organisation's design and aligning values and culture to deliver on Council's purpose.

This position is responsible for driving the strategic positioning of the City and enhancing community and stakeholder engagement. This includes building a positive City identity, leading the customer service strategy to improve customer satisfaction, and activation strategies that leverage alliances and partnerships to deliver events and cultural activities for the unique Central City.

We are seeking an inspirational leader who collaborates across an organisation to shape culture, achieve shared goals, and deliver exceptional customer experience. The broad scope of this role requires expertise in strategic marketing, community and stakeholder engagement, activation, media and communications. Your experience leading and developing multi-disciplinary teams may be from the public or private sector and local government experience is not essential.

This is a unique opportunity for a leader to make an impact by building culture and capability in an important organisation.

To apply and to download information pack please go to www.derwentsearch.com.au and search the role title. Your application should include a cover letter highlighting your suitability and a resume. For further information please email Kate Bromley or Andrew McEncroe at publicsector@derwentsearch.com.au or call (02) 9091 3210.

Applications close: Sunday, 3rd October 2021

About the City of Parramatta

Parramatta: Sydney's Central City, is front and centre in the NSW State Government's Plan for Growing Sydney and is regarded as the second major CBD. Parramatta presents the catalyst for change for Greater Sydney and for Sydney's global competitiveness.

The City of Parramatta covers 84 km² at the centre of metropolitan Sydney, 24km west of Sydney CBD.

As the largest city centre in Greater Western Sydney, Parramatta is building on its strengths as a focus of economic activity, essential services, natural assets, culture and creativity, to lead one of Australia's fastest growing regions.

Western Sydney is currently experiencing a jobs deficit crisis, and there is a growing mismatch between where people live and work. Over the past 10 years the Western Sydney region added 26,000 residents per year, but only created 9,000 jobs per year, and every weekday 225,000 Western Sydney residents commute to workplaces outside of the region due to the undersupply of jobs. Based on existing trends, most new housing will be built in Western Sydney, while jobs growth in key industries, particularly the knowledge and innovation sectors, will happen in the northern and eastern suburbs. Without a major shift in both land use and transport planning, the jobs deficit in Western Sydney will continue.

High demand for residential housing in Western Sydney is resulting in house prices that are unaffordable for many households, including young people. There is little affordable housing for low-income households and increasing housing supply alone will not meet the needs of the large numbers of people in housing stress in the City of Parramatta and across Greater Sydney. These trends are creating a metropolitan Sydney that is divided by economic opportunity, health and social outcomes. As Sydney's Central City, Parramatta has an important role to play in shifting investment, jobs growth and prosperity westwards. Positioned at the heart of Sydney's Central City, the success of Parramatta will benefit not just those living within the City of Parramatta and the Central City District – it will benefit all Sydneysiders.

Over the next 20 years, the City of Parramatta will grow from 235,000 to almost 400,000 people – the equivalent of three busloads of new residents per week. New public and private investment in infrastructure is planned to support this growth, including roads, light rail, schools, hospitals, universities, offices, shops, accommodation, and new public spaces. This pace and intensity of growth is unprecedented in the City of Parramatta. Decisions made now will have significant consequences in 20 years. The unique potential of City of Parramatta has been recognised in numerous NSW Government plans, and Parramatta's major centres have been earmarked for population growth and investment.

Planning for Parramatta's future

Communities share similar aspirations, for example a safe, healthy and pleasant place to live, a sustainable environment, opportunities for social interaction, education and employment, and access to reliable infrastructure.

The plans and policies of government, businesses and other key organisations that respond to meet the local priorities and concerns of the City of Parramatta should not exist in isolation – they are inter-connected.

The Integrated Planning & Reporting (IP&R) framework allows Council to draw various strategic plans together, understand how they interact and get the maximum leverage from their efforts by planning holistically and sustainably for the future.

Community engagement is an essential element of an effective IP&R framework. Meaningful engagement drives the development of all Council's strategic and delivery plans, ensuring they are based on sound evidence and reflect the aspirations and priorities of the whole community.

For additional information including the documents described below, please go to:

<https://www.cityofparramatta.nsw.gov.au/council/key-council-documents>

Delivery Program 2018 – 2022

Council's Delivery Program 2018 – 2022 provides an overview of the core services, activities and projects Council will deliver in order to meet the needs of a changing and growing community, within the resources available under the Resourcing Strategy.

Operational Plan 2021 – 2022

Council's Operational Plan 2021 – 2022 spells out the details of the Delivery Program – it confirms the individual programs, projects and focus areas that will be undertaken each year to achieve the commitments made in the Delivery Program.

The Delivery Program and Operational Plan has been informed by the priorities of the first elected Council of the City of Parramatta and the results of many months of engaging with their communities and partners. This is reviewed each year to ensure Council's activities are still in line with its priority goals, and that they are achievable and in line with budget.

Community Strategic Plan

The City of Parramatta has endorsed the Community Strategic Plan 2018 – 2038: Butbutt Yura Barra Ngurra. Developed on behalf of their community and based on the community's feedback, the plan identifies the community's priorities and aspirations for the next 20 years, and provides a roadmap for how the City of Parramatta will get there.

Butbutt Yura Barra Ngurra means '*the heart of the people of eel country*' in the Darug language. This title acknowledges Parramatta's ongoing connection to the Traditional Owners and Custodians of the land and waters of Parramatta, and recognises that the City of Parramatta's entire community is the living, beating heart of the City of Parramatta.

Their Community Strategic Plan looks at the period 2018 – 2038. It was first developed in 2018, and will be reviewed again following the next ordinary election of Councillors in 2020.

City of Parramatta's Community Strategic Plan is built around six key goals, which were developed following extensive consultation with our community:

1. **Fair** – We can all benefit from the opportunities our City offers
2. **Accessible** – We can all get to where we want to go
3. **Green** – We care for and enjoy our environment
4. **Welcoming** – We celebrate culture and diversity – past, present and future
5. **Thriving** – We benefit from having a thriving CBD and local centres
6. **Innovative** – We collaborate and champion new ideas to create a better future.

Position Description

Executive Director, City Engagement & Experience

POSITION OVERVIEW

This position is responsible for driving the strategic positioning of the City and enhancing community and stakeholder engagement. Through leadership of the City Engagement and Experience Directorate, the role is focused on building a positive City identity and achieving improved customer outcomes in alignment with Council's vision, strategies and values. The position reports directly to the Chief Executive Officer and as a member of Council's Executive Team, the Executive Director, City Engagement and Experience provides strategic support for the whole Council.

KEY RESPONSIBILITIES

- Effectively contribute as a member of the Executive Team in Council-wide strategy setting, corporate planning, performance management and proactive support of cross-functional initiatives.
- Ensure the provision of timely, accurate and professional advice to the Council, Chief Executive Officer and other key stakeholders in relation to Council both strategic and operational issues and opportunities.
- Ensure that all functions and activities of the City Engagement and Experience Directorate are aligned to the strategic directions of Council and implement the priority services, projects and initiatives identified in Council's Operational Plan in a timely, cost effective and operationally efficient manner.
- Lead the development and articulation of Council's desired image and strategic positioning of the City and implement marketing, media and communication initiatives in support of these aspirations.
- Lead Council's community engagement functions and ensure effective community consultation and stakeholder management.
- Direct and monitor the development and implementation of major events and other cultural activities that support Council's strategic position and reputation.
- Provide executive oversight for Council's Customer Contact Centre and lead the development and implementation of Council's Customer Service Strategy to drive improved customer satisfaction and reduced service delivery costs through alternate delivery channels and models.
- Proactively lead a productive, aligned and engaged workforce in a collaborative and customer-focused culture.
- Ensure sound financial and business management of Directorate activities including preparation of Business Unit operating plans and budgets, timely financial reporting, asset management planning, risk management and effective business systems and controls.
- Ensure monitoring systems are in place to assess the Directorate's performance against agreed goals and objectives, and ensure the effective implementation of strategies that will continually enhance performance including improved customer outcomes.
- Represent Council at high level meetings including negotiations as required to ensure the achievement of best outcomes for Council.

- Ensure good governance and comply with relevant statutory requirements in areas of responsibility.
- Always take reasonable care of the health and safety of yourself, staff, visitors, contractors and volunteers whilst at work, and cooperate with Council to comply with WHS legislative obligations.
- Act consistent with Council's values and contribute to the development of a strong corporate culture. This includes acting ethically, honestly and with fairness and ensuring that EEO and the principles for a culturally diverse society are complied with at all times.

Qualifications, Experience and Skills Required

Qualifications

- Undergraduate degree in marketing, communications or other relevant discipline (MBA desirable)

Knowledge and Experience

- At least 10 years' experience at senior management level and in multidisciplinary environment leading marketing, communications, customer service and engagement or other relevant functions.
- Extensive experience leading creative teams and demonstrated ability to develop and successfully implement innovative marketing plans and strategies.
- Politically astuteness, and ability to provide leadership in a frequently highly political arena.
- Demonstrated ability to create a strongly engaged, high performance workforce and organisational culture.
- Proven success leading change and implementing continuous improvements to efficiency and effectiveness.
- Demonstrated experience in the development and delivery of corporate strategies in a high performing, senior management team environment.
- Strong experience and success managing organisation finances, including budgetary processes at a strategic level.
- Demonstrable experience of business management, planning, negotiation, problem solving and influencing.
- Advanced written and oral communication skills including ability to prepare and present strategic concepts, technical reports and proposals.
- Demonstrable people leadership skills.
- Ability to build and maintain constructive working relationships across all levels of the organisation and with external stakeholders and commercial partners.

An understanding of Local Government and its regulatory environment.

The Application and Selection Process

COVID-19

In this dynamic and challenging environment, Derwent and the City of Parramatta are responding to changes to ensure the safety and equity for all applicants and stakeholders. Interviews will be held in accordance with NSW Health guidelines and may be appropriately conducted in person or by video conference. We are happy to discuss these in greater detail with potential candidates and ensure that we are protecting the health and safety of everyone we work with.

Candidate Care

We are committed to ensuring that potential applicants and candidates are treated respectfully and fairly. Derwent consultants are available to field inquiries and ensure that applicants are informed about developments as they become available. Candidates who are shortlisted and complete assessments including interviews will be offered a feedback session to discuss their experience and the assessment results.

Applications

Closing date: Sunday, 3rd October 2021

Applications:

All applications are to be received by Derwent. To apply, please go to www.derwentsearch.com.au and search the role title. Your application should include a resume and a cover letter highlighting your suitability.

Inquiries:

Contact Derwent by email publicsector@derwentsearch.com.au and we will reply with information and arrange a convenient time to speak as required. Derwent will maintain confidentiality with respect to contact by potential applicants.

Selection process

Derwent will conduct a review of applications for the CoP to consider and select a short list to be invited to attend an interview with the section panel.

The panel interview will be a capability-based interview for up to 1 hour, designed to reflect the selection criteria for the position.

Candidates may also be required to complete additional assessments such as on-line personality and cognitive assessments.

Reference Checks

For candidates in final consideration, at least two referees will be contacted with permission before an offer is made. Any written references provided will also be checked and additional referees may be sought to further understand a candidate's merits for the role.

Pre-employment verification and background checks

Before an offer of employment is made the following checks will be undertaken:

- Academic Qualification Check
- Professional Membership Check
- Criminal History Check
- Financial Regulatory Check
- Bankruptcy Check
- Drug and Alcohol Screening.

Thank you for your interest in the City of Parramatta.