

# Role Charter

POSITION:	EXECUTIVE MANAGER COMMUNITY EXPERIENCES
<b>Reports to:</b>	Director Strategy, Performance & Experience
<b>Accountable to</b>	General Manager
<b>Directorate:</b>	Strategy, Performance & Experience
<b>Date revised:</b>	May 2026

This role charter is a broad description of the accountability and duties of an Executive Manager of Maitland City Council. The role will evolve and changeover time, in line with the changing strategic and operational requirements and outcomes of the organisation.

Council has a set of Guiding Principles that assist staff to understand the behaviours that are expected to create an organisational culture that helps our customers and people thrive.

## Our Guiding Principles are:



### MAKE THINGS EASY

Do the hard work to make things intuitive for everyone.



### BE WELCOMING

Care for everyone as people, not tasks or numbers.



### BE OPEN MINDED

Listen to each other and work together to find solutions.



### KEEP YOUR PROMISES

Follow through on your commitments to everyone.



### LOOK OUT FOR ME

Thoughtfully anticipate what will make our days go smoother.

## Primary Purpose

To lead and manage Council's strategic and operational activities across events, place activation, economic development and customer service functions and to collaborate as a member of the senior leadership team in managing Maitland City Council, within the scope of the Delivery Program.

To ensure that as a member of the leadership team the lead, joint and partnered accountabilities as outlined in Council's Delivery Program, are achieved through the active modelling of the Guiding Principles and within the organisational frameworks.

The role drives initiatives that strengthen local economic activity, activate public spaces, enhance community participation and deliver high-quality customer experiences across all Council's service channels.

This position provides strategic leadership to support vibrant places, connected communities and responsive service delivery aligned with Council's Community Strategic Plan and operational objectives.

The role is responsible for fostering strong partnerships with businesses, community organisations, government agencies and key stakeholders to support economic resilience, community wellbeing and place-based outcomes across the local government area.

The Executive Manager leads continuous improvement initiatives that enhance organisational capability, customer satisfaction and operational efficiency, while ensuring services, programs and experiences are contemporary, inclusive and responsive to the evolving needs of the community.

To manage and ensure the efficient and effective delivery of a range of functions and services specific to the department, including:

- Civic and City Events
- Place Activation
- Visitor Economy
- Economic Development
- Customer Experience

## **Leadership**

Maitland City Council's Executive Managers are people of honesty and integrity, with a genuine desire to deliver outcomes for our community. Having a deep sense of purpose leaders in partnership with their team are the principal force that motivates and coordinates the section in accomplishing its operational objectives.

The manager is committed to sustaining an enduring organisation, engaging with employees, providing superior customer service and creating value for stakeholders. To fulfil this leadership role, the manager will:

- Actively model and communicate Council's Guiding Principles, using these as the basis for decision making, action and behaviour.
- Actively build support and facilitate open and genuine discussion, collaboration and partnerships across the department, capitalising on existing and emerging knowledge and experience
- Hold both self and others accountable for decisions, actions, behaviours and outcomes.
- Lead, encourage, inspire and support others to develop the confidence and capability to realise their full potential.
- Be an active and visible presence across the organisation.
- Identify, act and respond to current and future strategic planning opportunities.

## **Management**

Maitland City Council's leaders are accountable for ensuring that all administrative activities, resources, systems and processes support staff in delivering efficient and effective service. The manager will:

## **Manage people**

- Manage, support and coach staff in undertaking the work and projects of the department.
- Prioritise and monitor team workloads to ensure a balanced approach to service delivery and employee wellbeing.
- Contribute to a positive, enduring and proactive employment relationship.
- Implement a range of people centred plans and actions that support organisation development, engagement, leadership and change.
- Establish a safe and healthy workplace and fair and equitable work practices.

## **Manage operations**

- Coordinate and facilitate a holistic approach to quality driven business, work planning and service delivery.
- Manage and implement actions and tasks as identified in the Operational Plan
- Control activities which have financial implications so that they are within organisational budgets and plans.
- Review and monitor decision making mechanisms and internal business processes to ensure staff are supported in operational service delivery.
- Administer and comply with the organisations policies and procedures.
- Administer and undertake training and development.

## **Manage relationships**

- Act as the primary link between the Director Strategy, Performance and Experience and the staff of the department.
- Act as the section spokesperson to the Executive Leadership Team, community and the media as provided for within the delegations of authority for the position.
- Provide timely and appropriate information to the Executive Leadership Team in accordance with council policies and statutory requirements.
- Establish and maintain productive relationships with identified stakeholders or groups.
- Manage cross organisational relationships and actively support the development and execution of cross organisational projects.

## **Manage performance**

- Develop business plans for the department for integration with Council's long term corporate and community strategic plans.
- Monitor, manage and report on the department's performance against the Delivery Program, Operational Plan and business plans.

- Ensure contemporary management and professional standards are applied with particular reference to workplace reform, competitive service provision and continuous improvement.
- Manage employee development and performance within Council’s workforce development framework.

## **Core Accountabilities**

In addition to fulfilling the core leadership and management accountabilities described above, the manager is also accountable to:

1. Lead the planning, development and delivery of Council’s events and place activation strategies, programs and initiatives including a diverse portfolio of community, cultural, civic and major events that support community connection and economic activity.
2. Drive activation of public spaces, town centres and community precincts to increase participation, visitation and local vibrancy.
3. Lead Council’s economic development initiatives to support local business growth, investment attraction and employment opportunities.
4. Lead improvement initiatives that enhance efficiency, service delivery and customer experience to support and embed a culture of service excellence accessibility and responsiveness
5. In consultation with the Director foster productive relationships with government agencies, regional organisations, industry and community stakeholders to identify and support external funding opportunities and the associated submissions in alignment with identified Council’s priorities.
6. Provide strategic advice to the Executive Leadership Team on activation, economic development and customer experience matters in accordance with legislative requirements.
7. Develop and manage operational plans, budgets, policies and performance reporting frameworks.
8. Ensure compliance with relevant legislation, policies and Council procedures.
9. Facilitate partnerships with community organisations, business and other government departments and agencies that will enhance and grow adopted programs, initiatives and the reputation of Council.

Undertaking any other duties, projects or tasks as directed by the Director which are within the employee’s skills, competence and training.

The incumbent is to behave in alignment with Council’s Guiding Principles, comply with the organisations policies and procedures and undertake training and development.

## **Essential Criteria**

1. Degree qualification in business, commerce, events, marketing, or an equivalent combination of relevant contemporary experience and/or education/training.
2. Contemporary industry knowledge and substantial experience in delivering strategic initiatives that support economic growth, place activation and community outcomes achieve business objectives.

3. A demonstrated understanding of, and ability to enhance organisational capability, customer experience and operational efficiency, applying human-centred design principles to improve services, programs, systems and customer satisfaction.
4. Demonstrated leadership skills to coach and support staff to develop and manage the delivery of complex and diverse operations within defined budgets and to manage section leaders to collectively meet the operational, strategic and financial targets of the organisation.
5. Proven ability to analyse information and prepare reports for sound decision making.
6. High level of influence and persuasion skills with a strong ability to form effective working relations with internal and external stakeholders.

### **Desirable Criteria**

1. Contemporary industry knowledge and demonstrated experience in the local government or other multi-disciplined environment.
2. Knowledge of relevant NSW legislation and local government frameworks.
3. Postgraduate qualifications in leadership, management or a related field.

Date:

Agreed:

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**Employee Name**

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**Employee signature**