

Position description

Director Creative Melbourne

Position details

Division:	Business, Economy and Activation
Branch:	Creative Melbourne
Reports to title:	General Manager Business, Economy and Activation
Position No:	TBC
Classification:	Executive Band 2
Financial management	TBC
Total people:	102 (approximate)

Positions directly reporting into the Director Creative Melbourne:

- Executive Assistant (1FTE)
- Place Activation Lead (1FTE)
- Creative Programming Lead (1 FTE)
- Creative Urban Places Lead (1FTE)
- Creative Arts Grants Lead (1FTE)
- Creative City Strategy Lead (1FTE)
- Creative Infrastructure Lead (1FTE)

Primary skill pool:	Leadership & Strategy, Project Delivery
Secondary skill pool:	Stakeholder Management, Partnerships

Team context

The Business, Economy and Activation Division (BEA) works with partners across the industry and sectors to position Melbourne as the premiere destination of choice for those who work, live, study, visit and invest here. Our leadership as a global events, creative, arts, cultural and education hub is key to attracting the world's best talent, creating high value jobs, growing a resilient economy and positioning Melbourne locally and internationally as the world's most liveable city.

The Business Economy and Activation Division has the following branches:

- Creative Melbourne
- Experience Melbourne
- Invest Melbourne
- Aboriginal Melbourne
- Economic Development and International

The Creative Melbourne branch has six core teams: Creative Arts Grants, Creative Infrastructure, Creative Programming, Creative Strategy, Creative Urban Places and Place Activation. The branch is supported by an administrative team.

The branch supports and enables creative and learning opportunities through leadership, investment, service delivery, creative programming, creative infrastructure, engagement and support. It develops, delivers, manages and interprets creative infrastructure for the community; produces and presents arts projects, programs, events, festivals and experiences; supports the creative and knowledge sectors through grants, subsidies, services and spaces; engages industry through creative policy, strategy, coordination and engagement; and promotes greater creative sector investment and participation.

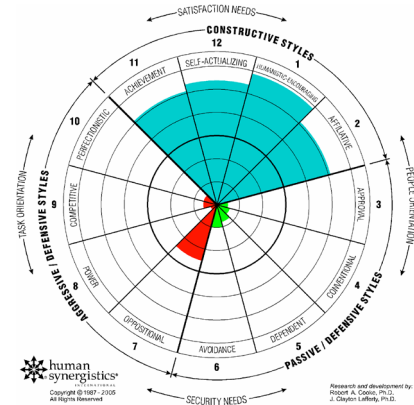
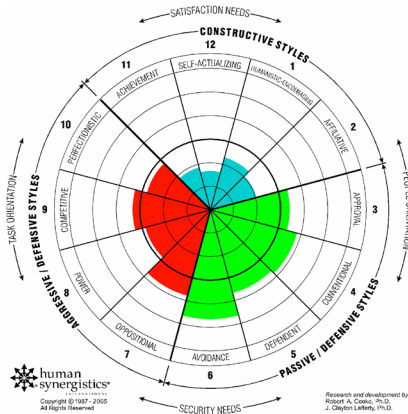
Position description

Director Creative Melbourne

Culture and Values

CoM aspires to a culture which is humanistic and encouraging, self-actualising, affiliative and achievement focused. We focus on culture because we know that a constructive culture is good for our wellbeing as well as our ability to deliver high quality outcomes.

We measure our performance against the desired culture using the Human Synergistics tool, the “Organisational Culture Inventory” (OCI).



Our ICARE values (integrity, courage, accountability, respect and excellence) are the foundation for our behaviour for ourselves and our teams.



INTEGRITY

Be honest and reliable, have integrity



COURAGE

Speak up, have courage, make things happen



ACCOUNTABILITY

Act with accountability, be responsible for what you do and how you do it



RESPECT

Be inclusive, stay open, value every voice, establish respect and collaborate



EXCELLENCE

Display excellence, work with energy and passion achieving the best results

Position purpose

The Director Creative Melbourne leads and influences a diverse groundbreaking program of work to enable, support and strengthen creativity, vibrancy and energy in the city through buildings, places, street and open spaces. Working together with other branches and divisions within the City of Melbourne, and with key partners and agencies across the sectors, the Director Creative Melbourne works to establish a vision that contributes to shaping the city’s future by harnessing the multi-disciplinary skills and talent of the creative sector. This is achieved through the delivery of dynamic arts projects, programs and experiences; grants, subsidies and spaces; policy, strategy and engagement; creative infrastructure; and innovative, creative-led place activation.

A new focus for the branch is on reactivating Melbourne’s flourishing public life through a creative, place-focused approach to city transformation and urban entrepreneurialism that supports our community and creative and business sectors. This will be achieved through urban innovation, tactical urbanism activities, pilots, trials and arts-led activations in partnership with collaborators deployed across the city at pace and scale.

Position description

Director Creative Melbourne

The Director Creative Melbourne will be responsible for establishing and leading this new groundbreaking function and will develop a program that includes:

- Support the creative, arts, knowledge and development industry sectors to partner with the city through creative spaces, education programs, targeted grants, subsidies and services.
- Produce and present thought-provoking public art projects and creative programs and events, world-class public open spaces and experiences.
- Drive urban entrepreneurialism and community engagement through creative pilots, trials and deliver an innovative, world-leading approach to tactical urbanism.
- Proactively engage our partners through innovative, co-created policy, strategy, coordination and customer engagement.
- Enable a flourishing Melbourne public life by adapting to and embracing an ever-changing city rhythm that supports business, community, neighbourhoods and precincts.
- Anticipate and respond to current and future city needs to support the creative sector, business, community and visitors.

Position accountabilities

All CoM General Managers and Directors will be influential leaders accountable for:

- Leading your people with the values at the centre of everything you do.
- Creating and maintain a constructive culture where you personally and your Branch/s display the styles of achievement, self-actualising, humanistic, encouraging and affiliative behaviours.
- Attracting, developing and retaining outstanding employees who share our values and ambitions to be a leading organisation for a leading city.
- Leading, guiding and managing the Division and/or Branch/s to foster a performance based culture and drive accountability and excellence in outcomes through coaching, mentoring and empowering team members and direct reports to develop and perform at a high level, and as an effective team.
- Efficiently and effectively manage the work area budget and optimise financial resources for maximum return on investment.
- Being a strong team player, working collaboratively and constructively across the organisation and externally to deliver shared outcomes.
- Building and sustaining strategic relationships with influential stakeholders and partners that deliver significant benefits for the City of Melbourne.
- Providing strategic advice to the Council, CEO and Executive Leadership Team influencing, educating and supporting them in their roles.
- Respecting the values of the community and appreciating the diverse skills, values and backgrounds of employees.
- Delivering high quality policy, strategies programs and services to the community safely and within budget.

In addition, the Director Creative Melbourne will be accountable for:

- Delivering the program of works associated with the Creative Melbourne branch program as defined in the Council Plan.
- Establishing a high-performing team to deliver place activation and tactical urbanism excellence at the City of Melbourne, including the implementation of an industry-leading place activation strategy.
- Providing high-level strategic leadership and advice to the CEO, the Executive and Management leadership teams and Council on all matters related to arts and creative industry development.
- Driving collaboration within the organisation to enhance efficiencies and deliver on the Council Plan and organisational priorities.
- Building and effectively managing networks and collaborations with key stakeholders and agencies, the community and industry that deliver on Council and organisational objectives.
- Demonstrating professional and industry leadership to develop, implement and coordinate achievable, clear, broadly supported strategies and plans that drive the economic, environmental, cultural and social sustainability of the city, enhance its resilience and reduce its vulnerability.
- Assisting in ongoing organisational structuring and improvement opportunities, focusing on core business and positioning activities on a competitive and commercial basis.

Position description

Director Creative Melbourne

- Ensuring branch compliance with the organisational and OHS policies and objectives.

Selection criteria

All CoM Directors and General Managers will demonstrate:

- Proven leadership capability and experience, including leading by example and consistently working towards a constructive culture.
- Ability to articulate and demonstrate benefits of positive culture and values.
- Demonstrated experience in leading a team to achieve high performance outcomes with strong coaching skills to develop team capabilities, team cohesion and the ability to effectively manage conflict and under performance.
- Highly developed analytical and lateral thinking skills and the ability to take the initiative, drive change and implement innovations.
- Excellent inter-personal, negotiation and persuasion skills with the ability to use discretion and judgement in a complex business and political environment.
- Demonstrated ability to develop, manage and maintain business plans and associated budgetary and financial management requirements.
- Proven experience effectively managing complex issues within a highly political and complex environment.

In addition, the Director Creative Melbourne will require:

- Relevant tertiary qualifications in Creative Industries, Urban Design, Placemaking and Activation or Urban Innovation.
- Significant experience and proven achievement in delivering creative outcomes, including strategy development and program delivery.
- Demonstrated experience as a motivating leader with highly developed analytical and lateral thinking skills and the ability to conceptualise future opportunities, take initiative, implement change and deliver projects.
- A high level of commitment to the best outcomes for the municipality with a focus on excellence in customer service and the management of stakeholder relations within a complex business and political environment.
- Demonstrated ability to quickly establish new teams and implement new work programs effectively.
- Excellent oral and written communication skills across a variety of forums and media, with the ability to constructively assess and critique creative outcomes and negotiate effectively.
- Outstanding project management skills in leading and participating in cross-corporate and multi-organisational projects including project planning and resource management, ensuring delivery of outcomes within budget and agreed timeframes.

Inherent Physical Requirements

The reference to the Inherent Physical Requirements for this position is DM#[DM#9170513](#).

The Way We Work

Commitment to Child Safety

The City of Melbourne (CoM) is committed to being a child safe organisation and has zero tolerance for child abuse. All children and young people are valued members of our community and have the right to be and feel safe. We are committed to embedding child safety into the everyday thinking and practice of all employees, agency staff, contractors and volunteers. We require all CoM employees, agency staff, volunteers and contractors to understand and act to prevent, detect, respond and report any suspicion of child abuse and maintain a culture of child safety.

Our leaders are core to realising our vision of a leading organisation for a leading city. CoM leaders drive a workplace that is stimulating, constructive, flexible, diverse and inclusive and enables achievement of high-

Position description

Director Creative Melbourne

quality outcomes for the Council, customers and our community. We recognise that a constructive culture brings out the best in our people. We strive to meet the demands of our employees' professional lives while they can accomplish their priorities outside of work and have a positive work life balance.

Our leaders strive to make our organisation agile, with the ability for our work teams to adapt and change based on the evolving needs of CoM. To keep pace with our customers and our changing city, we need a resilient, adaptable, accountable, diverse and inclusive workforce that reflects our community and is committed to excellence.

We establish challenging but realistic goals, develop plans to reach those goals, pursue them with enthusiasm, and are accountable for their achievement. We want our employees to get enjoyment from their work, develop themselves, and take on new and interesting activities whether they are within CoM or outside of CoM. We want our workforce to be supportive, helpful and open in their dealings with each other, through open communication, cooperation, and the effective coordination of activities.

The Process (To Apply)

To ensure a broad field of candidates, the City of Melbourne has partnered with SHK Asia Pacific on this assignment. A concurrent search is in progress.

You must **apply online through shk.com.au/jobs** (scroll to this role). The application button is on the top right hand side of the advertisement text.

Your CV achievements will be reviewed for alignment with the Key Selection Criteria.

You are asked to submit a recent CV/ Résumé (4-5 pages preferred), and a brief letter or cover email note highlighting your capabilities against the role. One page is preferred. You are not required to separately address key selection criteria at this time.

You may be contacted by SHK for further conversation or interview with the consultant, and potentially, to Panel interviews or other informal meetings as part of the process, as required. Contact may be via email or phone, including voicemail.

Selection processes will take some time and may include multiple panel interviews and selection stages. These may be conducted over the next months, into May 2025. There may be delays in communications on this process, due to decision making at each step and requirements for executive appointments. Candidates will be notified of their status at the appropriate stage.

Additional information and referee details will be requested from you only as required, later in the process, and will need to include specific details that allow verification of the referees.

A range of full probity checks will be required for the final candidates in consideration, prior to a formal offer via a letter and contract.

A standard executive contract of up to five years will be offered to the successful candidate.

For a further confidential discussion after reviewing this brief, and preferably after lodging your, please contact Penny Wilson, Senior Partner, by email (preferred) on penny.wilson@shk.com.au, or text or call on **0434 589 284** noting a call back may take a few days and be out of hours in the evening, depending on timing. For assistance with administrative matters please email lilli.vagnarelli@shk.com.au.

Please note, the information in this brief while accurate, is an indicative summation only. Formal requirements may vary and will be set at the time.

Closes circa **31 March 2025** however candidates are encouraged to apply asap, as we are assessing candidates concurrently and there is a live search.