

Position/s Description

**Strategic Revenue Lead (POS2794)**

|                                 |                           |
|---------------------------------|---------------------------|
| <b>Directorate   Department</b> | Office of the CEO         |
| <b>Reports to</b>               | Head of Strategic Revenue |
| <b>Number of Direct Reports</b> | 0                         |
| <b>Position Grade</b>           | 16                        |
| <b>Employment Type</b>          | Permanent   Full-time     |
| <b>Primary Location</b>         | Civic Place               |
| <b>Date Approved</b>            | July 2026                 |

**Our Culture**

We believe in the future of Liverpool and that our future is best described in the Community Strategic Plan (CSP).

We're a connected team with a shared purpose, determined to get the best results on the things that matter most for our community and people. We live our culture with a mindset of "A better way – every day."

**WORKING  
TOGETHER**



**COMMUNITY  
FOCUS**



**ACCOUNTABILITY**



**GROWTH &  
DEVELOPMENT**



**INNOVATION**



**Intent and Primary Purposes of the Position/s**

This is a high-trust autonomous and responsible role measured by business performance which includes, but is not limited to the following responsibilities:

To support the Head of Strategic Revenue in delivering the intended revenue improvements as described in Project 26. Some of the revenue described include, but are not limited to Sportsfields; Aquatic / Swimming Centres; Carparks; Childcare; Libraries; Circular Economy Centre; and other council services.

- To support the strategic revenue's function in identifying innovative revenue improvements and innovations as described in Project 26. Some of the revenue initiatives described include, but are not limited to:
  - Manufacturing Green Ceramics
  - Distilling Resin
  - Truck Wash / Heavy Vehicle Maintenance Centre
  - Emergency Services Maintenance Yard
  - Open Space Maintenance (Other Councils)
- Assist in identifying new revenue opportunities and support the coordination of relationships between service providers and Council.

- Provide practical advice and support to teams on revenue-related matters across Council's services and activities.
- Help research and assess Value for Money (VfM) options in accordance with the Local Government Act (NSW) and relevant guidelines.
- Contribute to projects and initiatives aimed at improving Council's revenue performance.
- Support the development and regular updating of revenue tracking and reporting tools.
- Assist in gathering data and insights to identify areas where revenue can be improved or expanded.
- Maintain accurate records and assist with reporting on revenue-related activities, including progress against targets.
- Support the implementation of technology-based improvements, such as automation tools, to enhance revenue processes and customer experience.

| <b>Position Outcomes and Accountabilities</b>                                                                                                                                                                                                         |                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Outcomes Delivered</b>                                                                                                                                                                                                                             | <b>Performance Standard</b>                                                                                                                                    |
| Support the Head of Strategic Revenue to determine effective revenue approaches across Council                                                                                                                                                        | Demonstrates active coordination and documentation of recommended revenue approaches that balance compliance, time, cost, and commercial outcomes.             |
| Assist in research and analysis of Council's current revenue performance, identifying opportunities and risks, and preparing reports.                                                                                                                 | Contribute to revenue initiatives including reports and advice that reflect benchmarked performance and opportunities for Liverpool City Council.              |
| Provides evidence of timely and accurate delivery of revenue-related activities that align with Council values and project requirements and aligns with the Community Strategic Plan (CSP) and complies with the Delivery Management Framework (DMF). | Coordinate and track revenue-related tasks within strategic projects to ensure appropriate documentation for excellence in the management of revenue projects. |
| Support the Head of Strategic Revenue in representing Council where required in all appropriate forums that assist in prosecuting and delivering revenues outcomes for Liverpool.                                                                     | Demonstrate participation in relevant forums or working groups annually, with contributions that support revenue initiatives for Council.                      |
| Meet agreed deadlines and deliverables, in alignment with project and operational plans provided in accordance with the Delivery Management Framework (DMF).                                                                                          | Deliver assigned tasks and reporting requirements on time and within budget with regular updates and reports.                                                  |

### Decision Making Authority and Responsibilities

|                             |                                                                                                                                                                          |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Decision Making</b>      | <ul style="list-style-type: none"> <li>Budget decisions where financial delegations are applicable.</li> </ul>                                                           |
| <b>WHS Responsibilities</b> | <ul style="list-style-type: none"> <li>Based on the project WHS responsibilities as a PCBU or Principal Contractor &amp; aligned with WHS management system</li> </ul>   |
| <b>ERM Responsibilities</b> | <ul style="list-style-type: none"> <li>Each Strategic Project must include a Project Risk Register and must include procurement risks maintained by this role</li> </ul> |
| <b>Financial Delegation</b> | <ul style="list-style-type: none"> <li>Allocated per project as applicable</li> </ul>                                                                                    |

### Key Relationships

| Who                                   | Why                                                                                                                                                                                        |
|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Head of Strategic Revenue             | <ul style="list-style-type: none"> <li>To support and work on opportunities for revenue review and diversifying revenue where possible in line with legislation and guidelines.</li> </ul> |
| Chief Executive Office (via*)         | <ul style="list-style-type: none"> <li>Revenue Performance Reporting</li> </ul>                                                                                                            |
| Directors (via*)                      | <ul style="list-style-type: none"> <li>Directorate reporting where that reporting intersects with Directorate requirements and performance.</li> </ul>                                     |
| Manager Senior Strategic Projects (*) | <ul style="list-style-type: none"> <li>Collaboration where that reporting intersects with concurrent Major Projects</li> </ul>                                                             |

### Position Requirements

#### Qualifications, Knowledge, Skills and Experience

|                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Essential:</b> | <ul style="list-style-type: none"> <li>Qualifications in finance and/or project management and/or significant demonstrable experience in one or more of the following: <ul style="list-style-type: none"> <li>✓ Identifying revenue outcomes</li> <li>✓ Financial forecasting or management</li> <li>✓ Commercial Instruments</li> <li>✓ Contract Management</li> <li>✓ Stakeholder Management</li> <li>✓ Local Government</li> </ul> </li> <li>Demonstrated experience in sales and revenue generating activities, including identifying growth opportunities, building strategic partnerships, negotiating commercial outcomes, and delivering sustainable revenue growth.</li> <li>Understanding of Local Government operations, supported by relevant experience</li> <li>Ability to build and maintain effective working relationships with a variety of internal and external stakeholders.</li> </ul> |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

- Experience in working collaboratively as part of a team, and in cross functional workplace teams, to achieve agreed outcomes including:
  - ✓ The ability to work alone with agility
  - ✓ The ability to work in a high-trust environment
  - ✓ The ability to influence and negotiate revenue outcomes in an environment of cross collaboration
- Foundational knowledge or demonstrated interest in commercial arrangements available to Local Councils, such as partnerships, joint ventures, and other collaborative models.
- An understanding of the Local Government Act in NSW, and other related and relevant legislation.

**Desirable:**

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**Signature**

*By signing below, I understand the contents and expectations of this position description.*

**Name**

**Signature**

**Date**

## Capabilities for the position

The capability framework outlines the capabilities needed by everyone to work well and be effective in their position. They are expressed as behaviours to provide clarity and a common language to describing the skills and abilities to perform a position at Council.

| <b>Core Capabilities</b><br><i>Applicable to all positions</i>                    | <b>Description</b>                                                                                                                |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Developing Self                                                                   | Seeks growth opportunities, embraces feedback, and enhances skills and knowledge.                                                 |
| Being Accountable                                                                 | Takes ownership of actions, delivers on commitments, and ensures transparency and responsibility.                                 |
| Acting with Integrity                                                             | Behaves ethically, upholds values, and acts in the best interest of the organisation and community.                               |
| Communicating Effectively                                                         | Expresses ideas clearly, listens actively, and tailors communication to the audience's needs.                                     |
| Working Collaboratively                                                           | Works well with others, builds teamwork, and fosters a supportive environment.                                                    |
| Having Resilience                                                                 | Bounces back from adversity, maintains positivity, and performs effectively under pressure.                                       |
| <b>Focus Capabilities</b><br><i>Most important to be effective in position</i>    | <b>Description</b>                                                                                                                |
| Commercial Nous/Acumen                                                            | The ability to apply business insight, strategic thinking, and practical solutions for competitive advantage.                     |
| Using Data for Decision Making                                                    | Collects, analyses, and interprets data to ensure evidence-based, accurate, and effective decision-making.                        |
| Influencing and Negotiating                                                       | Communicates persuasively, uses negotiation skills, builds consensus, and resolves conflicts constructively.                      |
| Thinking Innovatively and Creatively                                              | Encourages new ideas, fosters innovation, and seeks opportunities for creative problem-solving and improvement.                   |
| Building Relationships                                                            | Establishes positive relationships, builds trust, and fosters partnerships to achieve common goals.                               |
| Delivering Outcomes                                                               | Sets ambitious goals, measures progress and adapts strategies to ensure effective achievement of objectives.                      |
| Focusing on the Community                                                         | Provides high-quality service, seeks feedback, and anticipates community needs.                                                   |
| Using Technology and Building Digital Literacy                                    | Adopts technology, enhances productivity, stays updated on advancements, and promotes digital literacy.                           |
| <b>People Management Capabilities</b><br><i>Required for leadership positions</i> | <b>Description</b>                                                                                                                |
| Inspiring Direction and Purpose                                                   | Provides clear vision, motivates others, aligns team efforts with objectives, encourages and empowers achievement.                |
| Managing People                                                                   | Guides team members, provides feedback, recognises efforts, develops talent, and fosters an inclusive culture.                    |
| Managing Reform and Change                                                        | Drives organisational change, aligns with goals, engages stakeholders, monitors progress, and adjusts strategies.                 |
| Optimising Outcomes                                                               | Analyses processes, identifies improvements, implements strategies for efficiency, and uses data for informed decisions.          |
| Practising Sustainability                                                         | Implements sustainable practices, balances economic, social, environmental factors, and advocates long-term sustainability goals. |
| Valuing Diversity and Inclusion                                                   | Promotes an inclusive environment, respects diverse perspectives, and advocates for equity and inclusion.                         |