



Event Coordinator – Fred’s Place Community Sleepout

Position Description

Position Title	Event Coordinator – Fred’s Place Community Sleepout
Responsible Council	Lismore Diocesan Central Council
Reporting to	Special Works Manager
Location	Fred’s Place, 9 Boyd Street, Tweed Heads
Objective	The Event Coordinator (Fred’s place Community Sleepout) is responsible for cost-effectively coordinating the 2018 Fred’s Place Community Sleepout; increasing Sleepout participation and fund raising plus raising the awareness of Fred’s Place and homelessness in general.

St Vincent de Paul Society

The St Vincent de Paul Society is a member and volunteer based organisation that has been assisting people experiencing disadvantage in NSW for more than 130 years.

The Society was founded by a 20 year old man named Frederic Ozanam in 1833, who with a group of friends, wanted to make a difference to the poverty and disadvantage that he saw around him in post-Revolution France. Leading by example and with boundless energy, Frederic started what is now a world-wide movement in just 20 short years. The St Vincent de Paul Society NSW has around 16,000 members and volunteers and 1,400 staff. Our local member networks, referred to as Conferences, are present in over 420 communities across NSW.

Our members and volunteers provide assistance to people experiencing disadvantage including food parcels and vouchers, financial assistance, assistance with energy bills and other debt, budget counselling and the provision of other material items such as furniture, clothing and bedding and any other household items. Importantly, our members also provide vital emotional support and referral services as needed.

The St Vincent de Paul Society is a leading provider of community support services and has close to 100 Special Works across the State in the areas of homelessness, mental health, disability, financial counselling, supported accommodation, food provision, refugees and migrants and addiction counselling.

Our work is funded by all levels of government, the generous support we receive from the community and our 250 Retail Centres across NSW.

Duties and Responsibilities

The core responsibilities of the Event’s Coordinator include the following tasks:

Fundraising:

- Identify, and attract high value sleepers and supporters of the Sleepout
- Develop and implement strategies and systems that increase sleeper donations
- Identify any additional corporate support for the sleepout

Event Coordination:

- Develop and implement agreed event plan including communication and engagement strategy
- Co-administer the fundraising platform
- Review and redevelop marketing tools as needed
- Develop 'sleep out' run sheet including activities and guest speakers
- Maintain a list of activity and database of sponsor and donor details
- Coordinate logistics pre and post event (cardboard boxes for sleeping etc)
- Complete 'round up' processes post event
- Provide an event report evaluating all aspects of the event
- Work within allocated budget
- Work positively with the Fred's Place team and all other relevant stakeholders

Media:

- Identify media opportunities that raise the profile of and engagement with the Sleepout
- Work closely with the Lismore Communications Manager to ensure appropriate coverage of the Sleepout and internal flow of media activity and information
- Work closely with the Fundraising & Communications team at State Support Office to leverage from existing systems ensuring consistent approaches and processes
- Promptly forward all media enquiries to the Lismore Communications Manager and consult on an appropriate response while strictly adhering to the Society's media policy

Communications:

- Ensure the Sleepout is promoted in a positive way to all internal and external stakeholders
- Ensure timely and effective communication flow to Service Manager Fred's Place and Special Works manager respectively
- Meet regularly with and provide regular progress reports to Special Works Manager
- Liaise and maintain effective relationships with all key external stakeholders in particular the event sponsors

General:

- Manage contract hours within project budget
- Work under the supervision of the Special Works manager
- Follow all relevant administrative processes including the submission of fortnightly timesheets

Key deliverables:

- Increase the number of high value sleepers and supporters
- Significantly increase fundraising revenue from 2017

Essential Criteria

- Tertiary qualifications and/or significant experience in event management
- Demonstrated success in achieving significant fundraising revenue
- Excellent communication skills and the ability to build a good rapport with key stakeholders
- Well-developed problem solving skills
- Strong organisational skills, work within budget and meet strict deadlines
- Well-developed computer and IT skills
- Commitment to the spirit and philosophy of the Society, including the principles and practices of social justice
- Current Australian Drivers' Licence