

SNOWY VALLEYS

Winter Bites Festival 2021



Event Coordinator Project Brief

Position	Event Coordinator
Contract Term	Until 30 September 2021
Reporting to	Project Manager (Snowy Valleys Council Coordinator Place Activation)
Closing date	Sunday 27 September 2020
Website	www.winterbites.com.au

About the Role

Snowy Valley Council (SVC) is seeking a suitably qualified and experienced person to coordinate the inaugural Winter Bites Festival across three towns in the Snowy Valleys Region taking place in June, July and August 2021.

The successful applicant will be integral in developing the vision and profile of the event and will be experienced in event planning and management. They will have a demonstrated ability to deliver positive outcomes within set timeframes and budgets and will have excellent communication skills. Stakeholder consultation and management, as well as investment attraction is a key part of this role.

The coordinator will work closely with SVC's Place Activation team to ensure that activities and events developed celebrate the region's produce while delivering an appealing and sustainable annual festival.

About the Organisation

Snowy Valleys Council is located in Southern NSW. The LGA is home to more than 14,000 residents, spread across more than 8,960km². The region was significantly impacted by the 2019-20 bushfires and is undertaking a community led recovery process.

About the Event

The inaugural Winter Bites Festival will take place in the Snowy Valleys Region during Winter 2021. It will be held across three towns in the region and be a celebration of local produce and beverages. It will feature high profile musical acts and incorporate a cultural and artistic element. It is anticipated that this will become an annual event.

Key Deliverables

a. Operations

- Source and arrange booking of contractors, musicians and other service providers and entertainment as required
- Be contactable as the principal point of contact via email and phone for the full organisational period in the months prior to, during and following the events
- Work and liaise with SVC project team on all aspects of the events
- Develop schedules, roles, responsibilities for staff and volunteers assisting the festival
- Develop and implement credible statistical criteria or the measurement of festival events

b. Funding

- Following consultation with SVC, establish an operating budget and sponsorship target for Winter Bites activities and events
- Work closely within the allocated budget provided by SVC
- Liaise with project manager and report on income and expenditure at scheduled event planning meetings
- Develop sponsorship prospectus in consultation with project manager and maintain effective partnerships with sponsors and stakeholders
- Source new sponsors and funding streams for event

c. Administration and Governance

- Liaise with relevant Council staff via SVC Winter Bites Project Manager
- Liaise with all other stakeholders including suppliers, caterers, stallholders and emergency services

- Maintain records and databases including sponsorship, stallholders and suppliers, mailing lists
- Develop and maintain a strategic plan and event management manual for the Festival
- Travel to site locations in the Snowy Valleys region to plan event sites with assistance from relevant SVC staff
- Develop information tools such as FAQ information sheets to manage enquiries about Winter Bites Festival activities and events
- Attend all fortnightly meetings with SVC project team in person or online via Zoom
- Closer to event date attend meetings with SVC project team as required
- Provide written and verbal report at meetings regarding progress, finance and challenges and successes
- Arrange and attend meetings with stakeholders and SVC project team when required
- Develop and implement a Risk Management strategy for Winter Bites Festival
- Develop contingency plans for high risk activities
- Be in attendance for the duration of Winter Bites Events
- Post event - with assistance from SVC project team, provide a complete debrief of activities and events and acquittal of grant funding

d. Marketing and Promotion

- Develop and execute a marketing strategy and plan in consultation with SVC project team
- Update, monitor and maintain Winter Bites website and social media channels
- Prepare media releases leading up to and during Winter Bites activities and events
- With assistance from SVC project team engage with local business and community groups to maximise local impact of the Festival's activities and events

Other Information

- Location - The event coordinator will work from their own home/office, and is expected to have an ABN, and to supply their own mobile phone, transport and office facilities. Desk space and office-based resources will be supplied at the SVC Tumbarumba and Tumut offices upon arrangement with the project manager.
- Budget – There is a maximum of \$55,000 (excluding GST) allocated for the event coordinator role.
- Payment – The coordinator will be remunerated by invoice to Snowy Valleys Council at intervals agreed upon in the contract.
- The successful applicant must hold all relevant insurances and present proof of these upon request.

Application Process

Applications close COB 27 September 2020. Applications for this position are to be submitted via email to –

Kylie Bradley
Coordinator Place Activation
Snowy Valleys Council
kbradley@svc.nsw.gov.au

Applications should include –

- A cover letter
- A CV (3 pages maximum)
 - All relevant employment experience with dates
 - All relevant educational qualifications and training
 - Details of two referees (will only be contacted with your approval)
- A response outlining experience and capacity to meet the position deliverables and a short explanation of what you bring to the role, and what you hope to achieve in the role
- A schedule of fees

All enquiries can be directed to Kylie Bradley on the above email or 0429 065 249.