



## Position Description

### Chief Executive Officer

<b>Reports to:</b>	Beddown Board
<b>Location:</b>	Brisbane
<b>Capacity:</b>	Fulltime
<b>Website</b>	<a href="http://www.beddown.org.au">www. beddown.org.au</a>

### Business Overview

Homelessness is the ultimate experience of disadvantage and social exclusion and is an issue that affects every major city in the world. It is estimated that over 8,000 vulnerable people are sleeping rough every night across Australia and this number continues to grow by approximately 4% per annum. Homeless people are sleeping on the street, on benches or under bridges with little or no protection from the elements.

The historic perception that homeless people are mostly men with drug and alcohol problems does not fit today's profile. Current estimates are that 40% of homeless people comprise parents and kids and over 60% are women.

Beddown is Australia's only pop-up accommodation service for homeless people. This small, but growing organisation aims to tackle homelessness in an innovative and collaborative way; by seeking to activate and repurpose under-utilised spaces, such as parking stations, and create pop-up accommodation hubs, with its primary aim to offer homeless people a great night's sleep. Its secondary goal is to connect people into other complementary and government services such as doctors, dentists, laundry services, to begin the process of rebuilding their lives. Ultimately, the goal is to end the cycle of homelessness for all.

Beddown has an ambitious goal to have a presence in all east coast capital cities in Australia over the next 3 years to serve a minimum of 300 vulnerable people a night by 2023. This is supported by a budget of just over \$4.5 million to fund the costs of a lean management team and operation, including security, cleaning, beds and logistics.

Beddown's three-year goals are to achieve:

- **Resources:** Build a values-based organisation with a lean management structure and long-term volunteers in three States.
- **Collaboration:** Establish key service provider partnerships to help 300 guests a night transition to longer-term solutions.
- **Funding:** Develop a sustainable funding model to incrementally scale Beddown on the east coast of Australia.



## Role Purpose

This is an active, very hands-on and rewarding role that requires determination, tenacity, high emotional intelligence, diplomacy and vision. The purpose of the CEO is to free up capacity of the Founder and to guide and execute the overarching strategy of Beddown, ensuring alignment of activity to strategy and for building sustainability into the organisation through strategic financial and operational management.

This person will be willing to adopt a “hands on” approach and have the right ‘head and heart’ balance to ensure Beddown is run strategically and efficiently to ensure maximum impact.

Responsibilities outlined below are principally focussed on oversight of all aspects of the business’s strategic plans, operational policies and initiatives; ensuring operations consistently meet the changing needs of this growing organisation; including financial positioning and trajectory, people and culture, digital growth, marketing and communications.

## Primary responsibilities

### Strategic Leadership

- Work with the board to ensure the development and implementation of a strategic plan to enable Beddown to address Australia’s rising homeless numbers by providing safe sleeping spaces for much needed respite and acting as a central hub for people to connect to essential services.
- Develop financial plans and budgets to support the strategic plan (both short and long term).
- Develop a theory of change and case for support that will underpin the overarching and fundraising strategies.
- Maintain and build on the current structure for the organisation, to support the delivery of the strategic plan and to future proof the organisation.

### Fundraising

- Develop fundraising strategy across all relevant streams including (but not limited to) corporate partnerships, trusts & foundations, philanthropy, individual giving, crowd funding and bequests.
- Manage the application process of relevant grants from local and state government and philanthropic and corporate trusts and foundations.
- Develop engaging relationships with potential funders to convert to short, medium and long term funding opportunities.
- Ensure systems and processes are established (database) to capture and manage stakeholder information and ensure additional resources (people) are appointed as required.



### **Financial Management**

- Develop and maintain effective budgets and cash flows and management systems.
- Ensure responsibility of the P&L, balance sheet and achievement of financial objectives set out in the business strategy and plans.
- Ensure periodic review of policy framework, including delegations, asset management, auditing, and bequests and donations.
- Establish organisational growth targets.
- Ensure the appropriate management of all financial, tax, compliance and risk requirements across the organisation and Beddown sites.
- Manage all requirements relating to compliance with the Australian Charities & Not for Profit Commission (ACNC) and the Australian Securities and Investment Committee (ASIC).

### **Stakeholder engagement**

- Build and engage the community of stakeholders as they invest their time and money in helping to achieve the mission, including the Board, delivery partners, funders, councils and Government and the community more broadly.
- Continue to build the stakeholder base that supports the work of the organisation, seeking greater collaboration and engagement towards collective impact, particularly with individuals and organisation operating in the homeless sector.
- Develop and manage opportunities to leverage the Founder / General Manager in terms of PR, speaking opportunities and via Beddowns social media strategy.
- Continuously monitor client expectations to deliver relevant and valuable services.
- Promote and enhance Beddown's reputation and brand amongst its external stakeholders.
- Leverage relationship-building skills to drive support of funders, volunteers and donors.

### **Team leadership**

- As the team grows, provide clear leadership and direction and act as a source of inspiration and motivation to the Board, small team, supporters and volunteers.
- Develop a beneficiary-centric culture to ensure Beddown's main priority is the needs of the individuals for whom Beddown exists to serve.
- As the team grows, develop a culture of accountability and responsibility through a process of performance measures, continuous performance objectives and development review of employees, management systems and processes.
- Ensure Beddown complies with HR legislative requirements.



### **Marketing / Communications**

- Ensure the development of overall marketing concepts for Beddown.
- Develop a relevant marketing / communications plan to ensure clear and consistent messaging.
- Ensure marketing / communications materials are relevant, engaging and clearly articulate the mission and service offering of Beddown to a broad audience.

### **Working with the Founder and Board**

- Support the Founder in their efforts to raise the profile of Beddown and work with the Founder to ensure the appropriate management of Beddown sites.
- Chair in ensuring the continued engagement and involvement of other Board members.
- Leverage relationships with the Board and the wider network.
- Report on the progress of the organisation on all matters relevant to the delivery of responsibilities at Board meetings, including updates on general operations, presentation of management and financial accounts and exceptions, and opportunities, trends etc.
- Produce structured agendas, briefing papers, reports, and recommendations for the Board meetings and ensure effective and timely communication.

### **Skills, Knowledge and Expertise**

- An understanding of the Australian for-purpose sector.
- Experience in running a for-purpose business or social enterprise.
- Relevant formal qualifications
- Experience skills, aptitude, mindset and resilience to grow a small successful organisation
- Strong interpersonal skills with the ability to build and lead a small team and work with Beddown's stakeholders
- Significant track record of achievement in building operational management, including finance, budgeting, compliance, people and IT systems
- Proven experience and understanding of for-purpose income generation (fundraising, grants, corporate sponsorship, philanthropy)
- High level of emotional intelligence and interpersonal communication skills
- Proven track record in management of complex stakeholder relationships.
- Demonstrated experience in making formal and informal presentations to business professionals, philanthropists and other stakeholders
- Demonstrated understanding of good governance practice and ability to work effectively with a Board



## Personal Attributes

- A genuine commitment and passion for improving homelessness across Australia
- An experienced leader who displays financial and business acumen – able to balance the human side of Beddown’s work with the need to manage resources and finances to deliver on strategic goals
- A self-starter who is results driven
- Decisive and has sound judgement
- Accountable and able to take responsibility
- Has strong stakeholder and relationship building skills
- Understands what government, philanthropic and corporate funders need to support high impact service delivery and able to influence and successfully work with those stakeholders