



## Event Planner

**Role Type:** Volunteer

**Time Commitment:** 2-4 hours per week, with additional time during event planning and coordination phases

**Location:** Remote, with in-person event preparation and attendance required

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## Overview

Do you have a flair for organisation and creativity? As SMTTC's **Event Planner**, you will be responsible for planning, coordinating, and executing a wide range of events for our community theatre group. From social gatherings to theatre fundraising events and audience engagement activities, your role will play a key part in creating memorable experiences for our members, donors, and the local community.

This role is perfect for someone with an eye for detail, a knack for event logistics, and the ability to work with various teams to bring creative ideas to life.

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## Key Responsibilities

### Event Planning & Coordination

- Plan and coordinate a wide variety of events, including fundraising events, social gatherings, after-show parties, and theatre promotional activities.
- Work with the Directors and Marketing Team to develop event concepts that align with the theatre group's mission and community focus.
- Working alongside the Marketing Team to ensure events are promoted effectively.
- Source and book venues, catering, and any other necessary suppliers, ensuring all event details are taken care of.
- Prepare event timelines, ensuring tasks are completed on schedule and the event runs smoothly.

## Fundraising & Engagement Activities

- Plan events to raise funds for the theatre group, such as charity auctions, raffles, or donation drives.
- Develop events that increase visibility and engagement with the local community, promoting the theatre group's productions and mission.
- Coordinate with the Directors and marketing team to ensure fundraising events are aligned with financial goals and strategies.

## Logistics & Setup

- Coordinate logistics for event setup and ensure all necessary materials, equipment, and volunteers are in place ahead of the event.
- Act as the point of contact for event suppliers, ensuring everything is prepared and delivered as expected.
- Oversee the smooth running of the event on the day, managing any issues that arise and ensuring a positive experience for attendees.

## Post-Event Analysis & Reporting

- Work with the Treasurer to track the success of fundraising events and ensure that funds raised are accurately documented.
- Collect feedback from attendees and participants to assess the success of events and identify areas for improvement.
- Provide a summary to the Directors of key outcomes, successes, and challenges for each event, providing insights for future events.

### Skills Required

- **Strong organisational skills** – Ability to juggle multiple tasks and keep track of all event details.
- **Project management skills** – Able to manage timelines, budgets, and resources effectively.
- **Creativity and innovation** – Ability to think outside the box to create unique and engaging events.
- **Communication skills** – Effective communicator who can liaise with various stakeholders, including vendors, volunteers, and attendees.
- **Problem-solving ability** – Quick thinking to manage issues that arise during event planning or on the day of the event.
- **Budgeting skills** – Understanding of managing event budgets and ensuring financial targets are met.
- **Teamwork** – Ability to work collaboratively with various teams (Marketing, Fundraising, etc.) to bring an event to life.

- **Attention to detail** – Ensuring that all event elements are planned and executed flawlessly.

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### KPIs (Key Performance Indicators)

- Organise at **least two major** fundraising, social engagement and SMTC social events per year, alongside smaller more regular events to engage the members.
- Ensure **fundraising** events generate a worthwhile income.
- Ensure **90% satisfaction** from event attendees, measured through feedback and post-event surveys.
- Maintain an **event budget within 10%** of the planned cost.
- Increase **community engagement**, evidenced by participation rates and media/social media mentions.

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### Why You'll Love This Role

If you enjoy creating fun, engaging experiences and have a knack for keeping things organised, this role is a fantastic fit! As the Event Planner, you will be integral in bringing our community together, supporting fundraising efforts, and providing memorable experiences for our audience. You'll have the opportunity to put your creativity into practice and make a significant impact on the success of our theatre group.