

Events Coordinator Position Description

Team	Marketing	PD Classification	Coordinator
Status	Part-Time (0.6 FTE)	Effective Date	May
Term	Fixed term contract of one year.		
Location	State Theatre Company's offices located on Level 1, Fowlers Building, corner North Terrace and Morphett Street, Adelaide		
Position Holder Signature			
Manager Signature			

SIGNIFICANT WORKING RELATIONSHIPS

Reports to	Marketing & Communications Manager
Direct Reports (by position title)	None
Lateral Working Relationships	<ul style="list-style-type: none"> • Executive Director/Producer • Artistic Director • Philanthropy Manager • Office Administrator • Programming team • State Theatre Company Chairman and Board Members • Foundation Chairman and Directors
Stakeholder Relationships	<ul style="list-style-type: none"> • Donors including Gold Subscribers and giving circle donors • Sponsors • Supporters including state, federal and local government representatives, agencies and staff
Key External Liaisons	<ul style="list-style-type: none"> • Suppliers and service provider • Venues

POSITION OBJECTIVE

To successfully deliver State Theatre Company's events and functions including all opening night functions, stakeholder engagement events and be responsible for ticketing.

MEASURABLE OUTCOMES

In order to meet the objectives of State Theatre Company South Australia's strategic plan, the Events Coordinator will:

- A. Ensure the successful delivery (to brief, on time, and on budget) the Company's events and functions for donors, Gold Subscribers, sponsors, corporate partners and Company generally.
- B. Work with the team on successful delivery of the annual major program announcement.

KEY RESPONSIBILITIES

1. To deliver efficiently, effectively, to the highest possible standard befitting the Company's stature as a major national performing arts companies, on time, and within Board-approved budgets the Company's events and functions, including but not limited to:

External Stakeholder Engagement

- **Opening Nights** (which includes a pre-show function, a post-show function and on occasion interval drinks for between 6 and 9 plays each season).
- **Corporate Nights** (on average 4 annually) for select State Theatre Company productions in partnership with presenting organiser Brand South Australia.
- **Donor events and functions** including donor functions (lunches, dinners, drinks events) and activities (such as a tour of Carrick Hill followed by high tea, visit to an art gallery followed by cocktail function or dinner).
- **Chairman's Dinners** (held when the opportunity arises or is needed each year, on an ad hoc basis, depending on the calendar of shows and events), invitation only, small guest list including sponsors, stakeholders and supporters of the Company, hosted by the Company's Chairman and Executive Director/Producer and Artistic Director.
- **End of Year Donor Christmas Party** held for invited guests of the Company (including donors and Gold Subscribers).
- **Season Preview Events** invitation only intimate events hosted by the Company's Artistic Director and/or Executive Director/Producer to provide key stakeholders such as Gold Subscribers with a 'sneak peek' of next year's program before the official launch.

Fundraising Events

- **Gala Fundraising Dinner** held annually or biennially is the Company's major ticketed fundraising event.
- **Corporate hospitality events** booked and paid for by corporate partners and sponsors in association with a Company production which may include but not be limited to backstage tours.
- **Quiz Night** has been held in alternate years to the Company's Gala Fundraising Dinner.

Audience Engagement and Development

- **Tangent** panel events (up to 9 annually) for all or most State Theatre Company productions, with a program of speakers chosen by our Resident Artist and delivered (currently) in partnership with the State Library of South Australia.
- **Off Stage** (on average 4 annually) ticketed event as part of our audience engagement strategy for specific State Theatre Company productions for audiences 18-40 years old.

Internal Stakeholder Engagement

- **Staff Lunches, Week 1 of Rehearsal Drinks, Week 3 of Rehearsal Lunches**, and other such internal staff engagement events to which staff, artists, cast and crew are invited, in order to ensure the company feels connected.
2. For the delivery of successful events and functions to the agreed brief, budget and timeline, the Events Coordinator will be required to:
 - Prepare and distribute event run sheets.

- Book/hire venues or location.
 - Organise facilities and be responsible for booking or arranging details such as décor, catering, entertainment, transportation, equipment.
 - Deliver or arrange delivery of wine and equipment.
 - Specify staffing requirements and coordinate staff tasks, responsibilities and activities within budget and service requirements.
 - Develop invitee list (as delegated or to agreed brief) and manage invitations and RSVPs.
 - Coordinate special guests as required.
 - Prepare speech notes of acknowledgements including presenting sponsors and people/organisations to thank, VIPs attending, and key points on that specific event and provide to those making speeches (eg Executive Director/Producer and Artistic Director for opening night pre- and post-show functions).
 - Work with the Brand, Marketing & Communications team on development and distribution of promotional material to brief provided by the relevant manager (eg. Executive Director/Producer or Philanthropy Manager).
 - Handle all pre- and post-event communications including thank you calls and writing reports and letters (such as post-event thank you correspondence), ensuring the communications are on brand, on message, timely and effective.
 - Ensure compliance with insurance, legal, health and safety obligations.
 - Proactively handle any arising issues and troubleshoot any problems that may arise at or during the event.
 - Handle all protocol requirements including internal and external communications and event run sheets for the Company's Executive Director/Producer, Artistic Director, Chairman, as well as State and Federal Government Ministers, Local Government Representatives, and the Governor of South Australia.
 - Conduct pre- and post-event evaluations and report on outcomes and provide feedback and periodic reports to stakeholders such as managers.
3. Work with Artistic Director, Marketing & Communications Manager, Production Manager, Artistic Programs Manager and Executive Director/Producer on the Company's major, **annual Season Launch**, an invitation only event for subscribers and key stakeholders at which our program for the following year is announced and immediately after which tickets for shows go on sale, generally held in Dunstan Playhouse or similar venue for 600-1000 people, featuring speeches, video and live presentations.
 4. Ensure event planning, communications and delivery of all elements are professional, thorough, well presented and easy to understand and within set time limits.
 5. Maintain inventory of stock levels for all sponsored hospitality stock, order replacement stock and liaise generally with the Company's wine sponsor and beverage suppliers.

6. Attend all events and functions produced or hosted by the Company and actively assist at opening nights and major events such as Season launch.
7. Work to the direction of the lead for each event such as Executive Director/Producer and Philanthropy Manager on fundraising events and donor/sponsor engagement events and Artistic Director and Marketing & Communications Manager on Season Launch.
8. Maintain accurate and up to date records of suppliers and the Company's opening night and invitation list database (currently stored in Excel).
9. Be responsible for coding and authorising invoices for events and functions expenditure.
10. Monitor all income and expenditure against budget and report to the Marketing & Communications Manager and Business Manager.
11. Coordinate the ticketing and invitation process for Opening Nights, Corporate Nights and other medium to large scale events.
12. Support the Brand, Marketing & Communications team with major mailings and ticket distribution for key events.
13. Perform clerical duties as required.
14. Other duties as may be reasonably required from time to time.

ESSENTIAL EXPERIENCE, KNOWLEDGE & ATTRIBUTES

Experience, Knowledge and Skills

- Qualification in (or working towards) events or arts management or related hospitality field is desirable.
- Proven experience as an events planner or organiser with a portfolio of successfully managed events.
- Demonstrated experience in general administration including financial processing, record keeping, report writing/preparation and budget management.
- Sound computer proficiency with Microsoft Office (particularly Outlook, Word and Excel) and familiarity with databases or CRMs (Tessitura), ticketing systems (BASS, TryBooking), email (Mailchimp) and events (Eventbrite) software.
- Knowledge of theatre or performing arts is desirable.
- Current First Aid training well regarded.

Personal Attributes

- Outstanding presentation and communication skills, written and verbal.
- High level organisational skills and attention to detail.
- Self-starter with demonstrable initiative and ability work effectively independently.

- Sound negotiation skills and ability to build productive business relationships
- Strong problem-solving with ability to successfully and efficiently resolve issues.
- Excellent time-management skills and proven ability to work effectively under pressure, prioritise tasks, and manage competing deadlines and multiple projects concurrently.
- Collaborative working style with outstanding customer service and interpersonal skills and an ability to forge strong and positive relationships with internal and external stakeholders.

SPECIAL REQUIREMENTS

Due to the nature of this position, a degree of flexibility and after-hours work is required.

INHERENT PHYSICAL REQUIREMENTS

The physical requirements of this role are consistent with those required of a theatre company. You agree to advise the Company of any pre-existing injuries or conditions that may arise that might inhibit you in the physical requirements of the role. This position is based at the Fowlers Building.

INTENT OF POSITION DESCRIPTION

This position description describes the broad scope of the role and provides a summary of the major duties and responsibilities performed by the person employed in this role; it is not exhaustive. Staff members may be requested to perform job-related tasks other than those specifically presented in this description. This position description may also change from time to time with due consultation to meet the changing needs of the Company.

WHS OBLIGATIONS, POLICIES AND PROCEDURES

State Theatre Company South Australia is committed to ensuring a safe, healthy and constructive work environment, one where all members of staff are assured that their activities and actions undertaken as an employee, are undertaken in a collectively safe manner. All staff must at all times observe and comply with codes of conduct, policies and procedures set down by the Company from time to time. Each employee has a duty of care to adhere to reasonable safe work instructions and to utilise equipment provided in accordance with safe work methods. All incidents, unsafe working conditions and hazards are to be promptly reported. Members of staff are expected to undertake corrective actions resulting from WHS findings collaboratively. This obligation extends to work undertaken remote to the Fowlers Building and Adelaide Festival Centre.

Approvals

Title	Name	Signed	Date
Marketing & Communications Manager	Cat Turner		
Executive Director/Producer	Jodi Glass		

Revision Record

Date	Version	Status	Author	Reviewed by	Approved
April 2018	2.0	Revised	Jodi Glass	Natalie Loveridge	Cat Turner
Sept 2016	1.0	Original	Mimi Crowe	Mimi Crowe	Rob Brookman