

**Job Position:** Event Planner  
**Reports to:** Outside Sales Manager  
**Hours:** Part Time, Hourly



### **Position Overview**

Sauder Village is seeking an innovative and results-driven Event Planner to develop and attract new events that expand visitation, generate revenue, and introduce new audiences to our one-of-a-kind destination. This role focuses on creating dynamic experiences – from headliner concerts and immersive programming to large-scale outdoor events – by fully leveraging the unique venues, hospitality assets, and historic atmosphere available at Sauder Village. The Event Planner will identify opportunities, build partnerships, and execute approximately four to five annual events that position Sauder Village as a premier regional destination for entertainment, culture, and memorable experiences. The Event Planner will serve on the Cross Collaboration Committee and report directly to the Outside Sales Manager.

### **Essential Functions (Responsibilities) include the following. Other duties may be assigned.**

1. Responsible for assisting with creating and implementing event development and revenue growth.
2. Conceptualize, plan, and secure new events that attract regional and statewide audiences.
3. Develop signature event programming, i.e.
  - Headliner concerts and entertainment series
  - Interactive and immersive experiences
  - Seasonal festivals and themed weekends
  - Outdoor and campus-wide events
4. Identify emerging entertainment and tourism trends to create innovative offerings
5. Proactively recruit promoters, performers, touring productions, and event planners.
6. Build event concepts that drive overnight stays, dining traffic, and repeat visitation.
7. Establish partnerships with entertainment agencies and tourism organizations.
8. Work with the Development Team to identify and build partnerships with community groups, potential sponsors, and underwriters.
9. Negotiate contracts, pricing structures, and revenue-sharing agreements.
10. Oversee event planning and all logistics from event concept through post-event evaluation.
  - Coordinate venue usage across Sauder Village complex and outdoor spaces.
  - Work closely with internal teams including hospitality, marketing, operations, and food service.
11. Own/manage workload with each project at a variety of stages and adjust quickly as priorities change.
12. Work to ensure events remain fresh, profitable and meet expectations by establishing and continually evaluating the attendance, revenue and setting engagement goals for new events.
13. Prepare post-event reports and future development strategies for each event.
14. Evaluate current practices, track event performance, and outline recommendations for improved growth for each completed event.
15. Collaborate with the Marketing Team to develop promotional strategies that maximize attendance.
16. Assist the Marketing Team in identifying target audience and promotional opportunities for all events.
17. Work with the Outside Sales Manager and Marketing Team with event communications including mailings, social media, email, and other relevant avenues.

### **Skills, Requirements, and Conditions. Reasonable accommodations may be made to enable individuals with disabilities to perform the above essential functions.**

1. Bachelor's degree in Event Management, Hospitality, Marketing, Business, or related field (or equivalent experience).
2. 3+ years of experience in event planning, entertainment booking, tourism programming, or venue management (preferred).

3. Passion for creating memorable guest experiences.
4. Entrepreneurial mindset with strong creative vision.
5. Proven success developing or growing revenue-generating events.
6. Strong networking, relationship building and thrives on collaboration.
7. Experience managing budgets, contracts, and vendor relationships.
8. Strategic thinker while balancing innovation with operational feasibility.
9. Excellent organizational, communication, and project management abilities.
10. Ability to work flexible hours, including evenings and weekends as required by events.
11. Experience with MS Office Suite software – especially Word, Excel, Access. Other software skills a plus, including contact management software.
12. Reliable, enthusiastic, and trustworthy team-player.
13. Physical skills include, but are not limited to frequent standing, walking, stooping, bending and lifting.
14. Ability to work independently and within a team environment.
15. Able to work in an environment that is not always climate controlled.