



Rochester Downtown Alliance

Job Description: Event Lead

Contract: March to August, with possibility to extend

Up to 28 hours per week

The Event Lead will be a key member of the Events Team as they execute RDA's event portfolio, with particular focus on summer events. The ideal candidate is energetic, highly detail-oriented, passionate about improving and activating downtown, flexible, and possesses a sense of humor. Event experience required, or applicants may make a case for relevant experience in their application.

- Main duty:
 - Focuses on weekly preparation for summer events, with an emphasis on Thursdays Downtown, and is one of the on-site leads for summer events.
- Event Planning
 - Finalize logistics leading up to events, including but not limited to securing event staff, restrooms, power, trash, table/chairs, city permits, and traffic control plan.
 - Co-manage the RDA Events email inbox and voicemail
 - Oversee weekly event preparations including supply lists, staff schedules, etc.
 - Ensure event supplies and storage are maintained throughout the year
 - Outreach, coordination, and management of volunteer groups
 - Invoicing, collection, and processing of vendor payments
 - Invoicing, collection, and processing of partnership payments
 - Collect and manage credit card receipts related to events
 - Co-manage summer interns
 - Track on-site event metrics, including survey data and event attendees
 - Assist RDA Marketing and Communications team with event promotion as needed
 - Additional tasks as needed
- On-Site Coordination
 - Co-serve as the day-of, on-site lead for Thursdays Downtown and other events as negotiated. Thursdays Downtown event days run from 6:45am to approximately 10:30pm with shifts assigned closer to start of event series
 - Ensure weekly event setup is correct
 - Advance lunchtime and evening entertainment
 - Serve as a liaison to event staff, volunteer groups, vendors, and off-duty police officers
 - Assist RDA Communications team with event social media: Capture photo, video, and other opportunities on site and post on RDA channels as appropriate.



Job Qualifications:

- Bachelor's degree in a related field (business administration, non-profit management, public relations, project management marketing & communications, or other applicable emphasis) Relevant experience will be considered in lieu of a bachelor's degree.
- Zero to three years related experience in event planning, project management or non-profit management preferred.
- Highly organized and detail oriented
- Ability to envision project outcomes
- Ability to execute events on-site
- Desire to connect with various stakeholders (businesses and community)
- Strong written and verbal communication skills
- Ability to work positively with others in a demanding, fast-paced environment
- Self-motivated, empathetic, creative, forward thinker open to creating new strategies to enhance the Rochester Downtown Alliance and downtown Rochester
- Must be able to anticipate project needs, discern work priorities, and meet deadlines with little supervision
- Experience with Adobe software preferred (or must be willing to learn)
- Experience with budgets and Excel preferred (or must be willing to learn)
- Be willing to work various evenings and weekends to support events
- Must be able to lift to 50lbs

Job Type: Contract, March to August 2023 with possibility for extension.

Closing date for applications: March 10, 2023.

- **To apply, send the following to Kanika Couchene, RDA Director of Events and Strategic Partnerships:** kcouchene@downtownrochestermn.com.
 - Resume
 - Three professional references



Company Overview:

The Rochester Downtown Alliance (RDA) is a Minnesota nonprofit corporation comprised of a broad range of people—representing property owners, business leaders, the city and others with a direct stake in enhanced business and economic development conditions in the downtown district. It also interacts closely with the public – residents and visitors.

RDA works together to build a vibrant downtown community and believes that a strong core positively impacts the greater city of Rochester. The RDA's purpose is to provide benefits, opportunities, and support for Downtown Rochester. The RDA's vision is to bring downtown to life through events, activation, and advocacy. Finally, the RDA's values are:

We're the Downtown Experts - Downtown Rochester is our focus. Everything we do, we have downtown in mind, constantly providing events, programs and services that meet our vision.

Build it Together - Create and maintain an environment where we are better off collectively than we are individually.

Strive for Excellence - We are dedicated to excellence. Our quest embraces creativity, innovation, and hard work. We pride ourselves on being accessible and approachable to everyone. Our No. 1 priority is the quality of our events, programs, and services.

Be Passionate - We bring passion and a positive attitude to all we do.

Have Fun - We have fun with everything we do.