



## Rochester Downtown Alliance

**Job description: Summer event lead**

**Contract: May through August 2022, with possibility to extend  
30+ hours per week**

The summer event lead will play a key role in supporting the director of events and strategic partnerships as they execute RDA's summer event portfolio, with particular focus on Thursdays Downtown. 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.

### **Primary duties and responsibilities:**

- Main duty:
  - Assist the director of events and strategic partnership with weekly preparation for Thursdays Downtown, and be the day-of, on-site event coordinator for the event.
- Event planning
  - Under guidance of director of events and strategic partnerships, 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.
  - Manage the RDA events email inboxes
  - 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
  - Manage summer interns
  - Track on-site event metrics, including survey data and event attendees.
  - Assist RDA communications team with event promotion: Maintain Peace Plaza poster stands, update banners, oversee poster distribution processes
  - Additional tasks as needed



- On-site coordination
  - Serve as the day-of, on-site lead for Thursdays Downtown and other events as negotiated. Thursdays Downtown event days run from 6:45 a.m. to approximately 10:30 p.m. every Thursday from June 16 to August 18, 2022.
  - Ensure weekly event setup is correct, including vendor placement, tables/chairs, production, etc.
  - 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 and communications, or other applicable emphasis)
- Zero to three years related experience in event planning, project management or non-profit management preferred.
- Expressed interest and skill in event management
- 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 RDA 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 Microsoft 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 50 lbs.

**Job type:** Contract, May to August 2022, with possibility for extension.

**To apply, send the following to Holly Masek, RDA executive director, at [hmasek@downtownrochestermn.com](mailto:hmasek@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.