



## Rochester Downtown Alliance

### Job Description: Event Manager

The event manager will play a key role in supporting the director of events and strategic partnerships as they plan events and secure partnerships for the Rochester Downtown Alliance's event portfolio. They will be expected to lead day-of event coordination for major events. The ideal candidate is energetic, highly detail-oriented, passionate about improving and activating downtown, flexible, and possesses a sense of humor. Previous event experience is required, preferably in festival or community event settings.

- Assist the director of events and strategic partnership with major events, and smaller events, as they are planned. Events are likely to include but are not limited to:
  - Fresh Air Fitness
  - Sidewalk Sessions
  - Thursdays Downtown
  - Dogs Downtown
  - Roller Disco
  - Winter events and programming
- Event planning
  - Under guidance of director of events and strategic partnerships, plan logistics leading up to events, including but not limited to securing event staff, restrooms, power, trash, table/chairs, city permits, and traffic control plan.
  - Lead the event vendor jury and placement process. Work with contracted employees to oversee event vendor management
  - 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
  - Manages summer interns
  - Track on-site event metrics, including survey data and event attendees.
  - Additional tasks as needed



- On-site coordination
  - Serve as the day-of, on-site lead for RDA signature events – including early mornings, evenings, and weekends as needed.
  - 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.
  
- Start-Up Event Grant Program management
  - With the support of the director of events and strategic partnerships, develop the annual (potentially bi-annual) grant program parameters.
  - Serve as a mentor to applicants before, during, and after the grant cycle.
  - Set up workshops to teach applicants about event planning downtown.

**Job qualifications:**

- High school diploma.
- 1+ years related experience in event coordination or planning.
- Expressed interest and skill in event planning and coordination.
- 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: Full time

To apply, send the following to Holly Masek, RDA Executive Director, at [hmasek@downtownrochestermn.com](mailto:hmasek@downtownrochestermn.com)

- Cover letter
- Resume
- Three professional references

**Company overview:**

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

The RDA works collaboratively to build a vibrant downtown community and believes that a strong core positively impacts the greater city of Rochester. The RDA brings downtown to life through events, activation, and advocacy. 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.